

**The Effects of Environmental Knowledge, Green
Brand Image, and Attitude towards Green Products
on Purchase Intention: The Moderating Role of
Perceived Risk**

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ABSTRACT

In the current era, there is a notable level of concern surrounding the environment as a result of various environmental issues, including pollution, global warming, and the accumulation of non-recyclable solid waste. The growing recognition of environmentally friendly products and the corresponding marketing efforts have amplified the attentiveness of both marketers and consumers. Environmental issues are of great significance in the modern world and are a primary concern for humanity.

The intent of this study is to investigate the interconnected dynamics between environmental knowledge, green brand images, and attitudes towards green products, and how they collectively impact consumers' intention to purchase green products. Understanding the intricate relationships among these factors is essential for both businesses and policymakers to develop effective strategies that encourage sustainable consumer behavior. Additionally, we will be conducting an analysis on the moderating effect of perceived green risk on the correlation between attitudes towards green products and intentions to make green purchases.

The data utilized in this study was obtained from a sample of 228 individuals residing in Northern Cyprus. Based on the analysis performed utilizing the available data, the findings demonstrate that Environmental Knowledge, Green Brand Image, and Attitude towards Green Products exert favorable influences on the intention to purchase environmentally friendly products. Furthermore, the association between individuals' Attitude towards Green Products and their Green Purchase Intention remains unaffected by Green Perceived Risk moderating influence.

The final chapter of this research encompasses a comprehensive examination of the constraints inherent in this study, as well as the managerial implications and suggestions for future investigations pertaining to the subject matter at hand.

Keywords: Environmental Knowledge, Green Brand Image, Attitude towards Green Products, Green Perceived Risk, Green Purchase Intention, Northern Cyprus.

ÖZ

İçinde bulunduğumuz çağda, kirlilik, küresel ısınma ve geri dönüştürülemeyen katı atık birikimi dahil olmak üzere çeşitli çevre sorunlarının bir sonucu olarak çevreyi çevreleyen kayda değer bir endişe düzeyi vardır. Çevre dostu ürünlerin giderek daha fazla tanınması ve buna karşılık gelen pazarlama çabaları, hem pazarlamacıların hem de tüketicilerin dikkatini artırdı. Çevre sorunları modern dünyada büyük öneme sahiptir ve insanlık için birincil endişe kaynağıdır.

Bu çalışmanın amacı, çevre bilgisi, yeşil marka imajı ve yeşil ürünlere yönelik tutumlar arasındaki birbirine bağlı dinamikleri ve bunların toplu olarak tüketicilerin yeşil ürün satın alma niyetini nasıl etkilediğini incelemektir. Bu faktörler arasındaki karmaşık ilişkileri anlamak, hem işletmeler hem de politika yapıcılar için sürdürülebilir tüketici davranışını teşvik eden etkili stratejiler geliştirmek için çok önemlidir. Ek olarak, algılanan yeşil riskin yeşil ürünlere yönelik tutumlar ile yeşil satın alma niyetleri arasındaki ilişki üzerindeki düzenleyici etkisine ilişkin bir analiz yapacağız.

Bu çalışmada kullanılan veriler Kuzey Kıbrıs'ta ikamet eden 228 kişilik bir örneklemeden elde edilmiştir. Mevcut veriler kullanılarak yapılan analize dayalı olarak elde edilen bulgular, Çevre Bilgisi, Yeşil Marka İmajı ve Yeşil Ürünlere Yönelik Tutumun, çevre dostu ürün satın alma niyetini olumlu yönde etkilediğini göstermektedir. Ayrıca, bireylerin Yeşil Ürünlere Yönelik Tutumları ile Yeşil Satın Alma Niyetleri arasındaki ilişki, Algılanan Yeşil Riskin düzenleyici etkisinden etkilenmez.

Anahtar Kelimeler: Çevre Bilgisi, Yeşil Marka İmajı, Yeşil Ürünlere Yönelik Tutum,
Yeşil Algılanan Risk, Yeşil Satın Alma Niyeti, Kuzey Kıbrıs.

To My Family

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TABLE OF CONTENTS

ABSTRACT.....	iii
ÖZ.....	v
ACKNOWLEDGMENT.....	viii
LIST OF TABLES.....	xiii
LIST OF FIGURES.....	xiv
LIST OF ABBREVIATIONS.....	xv
1 INTRODUCTION.....	1
1.1 Introduction.....	1
1.2 Theoretical Background.....	3
1.2.1 Theory of Planned Behavior (TPB).....	3
1.2.2 Theory of Reasoned Action (TRA).....	4
1.3 The Goals and Purpose of this Study.....	6
1.4 Data Collection and Sampling Procedure.....	6
1.5 Thesis Structure.....	7
2 REVIEW OF LITERATURE.....	10
2.1 Introduction.....	10
2.2 Green Marketing.....	11
2.3 Environmental Knowledge.....	13
2.4 Green Brand Image.....	15
2.5 Attitude towards Green Products.....	17
2.6 Green Perceived Risk.....	19
2.7 Green Purchase Intention.....	21
3 RESEARCH METHODOLOGY.....	23

3.1 Design of Research	23
3.2 Questionnaire Format.....	27
3.2.1 Indicate the Information Required	27
3.2.2 Method of Interview.....	28
3.2.3 Assessing the Contents.....	29
3.2.4 Overcoming the Inability and Reluctance to Respond.....	29
3.2.5 Select the Questions' Structure.....	31
3.2.6 Establish the Question Wording.....	32
3.2.7 Determine the questions' ordering	33
3.2.8 Design and Form.....	34
3.2.9 The Questionnaire Reproduction	34
3.2.9.1 Pretesting.....	35
3.3 Design of Sampling.....	36
3.3.2 Determining the Sampling Frame	37
3.3.3 Technique of Selecting a Sample	37
3.3.4 Choosing a Sample Size.....	38
3.3.5 Implement the sampling procedure.....	39
3.4 Analysis of Data	39
3.5 Data Collection Ethics	41
4 HYPOTHESES STATEMENTS.....	43
4.1 Introduction.....	43
4.2 The Relationship Between Environmental Knowledge and Green Purchase Intention	43
4.3 The Relationship Between Green Brand Image and Green Purchase Intention	46

4.4 The Relationship Between Attitudes Toward Green Products and Green Purchase Intention:.....	48
4.5 Moderating Effect of Green Perceived Risk on the Relationship Between Attitudes Towards Green Products and Green Purchase Intention	50
5 ANALYSIS, RESULTS, AND A DISCUSSION OF THE FINDINGS	54
5.1 Introduction.....	54
5.2 Descriptive Analysis	55
5.2.1 Distribution of Gender	55
5.2.3 Distribution of Education Level.....	56
5.2.4 Distribution of Income	56
5.2.5 Distribution of Occupation	57
5.3.1 Green Purchase Intention and Environmental Knowledge.....	60
5.3.2 Green Purchase Intention and Green Brand Image.....	60
5.3.3 Green Purchase Intention and Attitude towards green products.....	60
5.3.4 Green Purchase Intention and Green Perceived Risk	60
5.4 Measurement model.....	60
5.4.1 Common Method Bias	62
5.5 Structural Model	63
5.5.1 The Outcomes for Calculated Association.....	63
5.5.2 Explanatory Capability of the Model.....	64
5.6 The moderating effect of Green Perceived Risk	64
5.7 Hypotheses Testing	65
5.8 Discussion of Findings.....	65
6 CONCLUSION.....	68
6.1 Introduction.....	68

6.2 Managerial Implications	68
6.3 Limitations of the Study.....	71
6.4 Future Studies Suggestions	72
6.5 Conclusion	72
REFERENCES	75
APPENDICES.....	95
Appendix A: Questionnaire	105
Appendix B: Software Outputs/ Structural Equation Modeling	109
Appendix C: Structural Model.....	112

LIST OF TABLES

Table 1: Questionnaire Structure.....	36
Table 2: Gender.....	54
Table 3: Age.....	55
Table 4: Education Level.....	55
Table 5: Income.....	56
Table 6: Occupation.....	57
Table 7: Correlation.....	58
Table 8: Measurement Model.....	60
Table 9: Discriminant Validity (Fornell-Larcker criterion).....	61
Table 10: Heterotrait-Monotrait Ratio (HTMT).....	62
Table 11: Collinearity Statistics.....	63
Table 12: Results of the Proposed Relationships.....	64
Table 13: Moderation test results.....	65
Table 14: Hypothesis Testing.....	65

LIST OF FIGURES

Figure 1: Classification of Marketing Research Design	24
Figure 2: Hypotheses Framework	52

LIST OF ABBREVIATIONS

ATT	Attitude toward green products
EK	Environmental Knowledge
GBI	Green Brand Image
GPI	Green Purchase Intention
GPR	Green Perceived Risk
HTMT	Heterotrait-Monotrait Ratio
TPB	Theory of Planned Behavior
TRA	Theory of Reasoned Action

Chapter 1

INTRODUCTION

1.1 Introduction

Due to several environmental challenges like pollution, worldwide warming, and not-recyclable solid waste, there is a lot of concern about the environment in the modern day (Nekmahmud, & Fekete-Farkas, 2020; Shang, & Wu, 2022). The increased awareness of green products and marketing has heightened the vigilance of both marketers and consumers (Abbes, Hallem, & Taga, 2020; Alsaad, 2021). According to the research conducted by Ramli, Asih, & Soelton, (2020), it has been determined that environmental issues hold significant importance in the contemporary world and are a major concern for humanity. The main issues facing the environment include the effect of greenhouse gases, pollution in the air, and environmental imbalances caused by human activities. The green marketing approach has been brought up; however, it is apparent that researchers and academicians have not made significant contributions to the field of green marketing. There exists a widespread consensus that problems with the environment cannot be solely attributed to consumption patterns (Dhewi, Putra, & Wahyudi, 2018).

The purpose of this study is to investigate the interconnected dynamics between three primary variables such as environmental knowledge, green brand images, and attitudes towards green products, and how they collectively impact the intention of customers to purchase green products. Comprehending the complex interconnections among

these factors is crucial for businesses and policymakers alike in order to formulate impactful strategies that promote sustainable consumer behavior. Additionally, we will conduct an analysis on the moderating influence of perceived risk related to green products on the association between individuals' attitudes towards green goods and their intention to make green purchases.

Environmental knowledge pertains to an individual's comprehension of environmental matters, the consequences of their actions on the environment, and the significance of embracing environmentally conscious behaviors. Academics have recognized the significant impact of environmental knowledge on shaping consumers' attitudes and behaviors towards the environment (Kollmuss, & Agyeman, 2002). Previous research has indicated that there exists a positive correlation between elevated levels of environmental knowledge and pro-environmental attitudes and behaviors, such as the intention to engage in green purchasing (Fransson, & Gärling, 1999). Therefore, individuals who possess a higher level of environmental knowledge are more inclined to appreciate the significance of environmentally friendly products and integrate sustainability factors into their purchasing choices.

In response to the escalating demand for environmentally-friendly products, businesses have progressively adopted the practice of green branding. The establishment of green brand images is achieved through a strategic blend of marketing endeavors, corporate social responsibility initiatives, and open and honest communication regarding a company's steadfast dedication to sustainability. In accordance with Chen and Chang (2019), the establishment of a genuine green brand image can positively influence consumers' perceptions of a company's environmental

responsibility and trustworthiness. Companies that effectively establish a brand image associated with environmental sustainability can gain a significant competitive edge.

Consumer attitudes towards green products encompass their beliefs, emotions, and assessments regarding environmentally friendly alternatives. A favorable disposition towards environmentally-friendly products is a substantial indicator of consumers' inclination to participate in eco-conscious buying practices. According to Peattie (2010), when individuals perceive organic goods as effective solutions to environmental problems and view them as personally beneficial, they are more inclined to integrate these products into their consumption patterns.

1.2 Theoretical Background

1.2.1 Theory of Planned Behavior (TPB)

The theory of planned behavior (TPB) was formulated by Ajzen in 1985. According to Ajzen's (1991) theory, the formation of behavioral intention is influenced by three key variables: conduct, subjective norms, and perceived behavioral control. These variables, in turn, have a sequential impact on human conduct. A person's mindset towards a behavior reflects their subjective evaluation of the moral or ethical value associated with that behavior (Ajzen, 1991). According to Yadav & Pathak (2016), the Theory of Planned Behavior (TPB) posits that Someone's probability of imitating a behavior increases as their attitude towards that behavior becomes more favorable. It is frequently observed that individuals tend to display favorable mindsets when they assess the consequences of behavior in a favorable manner. This favorable assessment subsequently increases the likelihood of their engagement in specific behaviors (Ajzen, 1991; Han, Hsu, & Sheu 2010).

Subjective norms pertain to people's assessments of the pressures of society associated with either engaging or refraining from engaging in a specific behavior (Ajzen, 1991). Subjective norms pertain to the perspectives of individuals who hold significance in an individual's life and exert influence on their decision-making processes (Paul, Modi, & Patel, 2016). According to Han et al. (2010), individuals may choose to engage in a certain behavior determined by their understanding of whether essential individuals in their lives approve or disapprove of that behavior, as indicated by the TPB. Perceived control of behaviors, on the other hand, pertains to a person's impression of the degree of comfort or difficulty connected to the execution of a particular behavior (Ajzen, 1991).

The Theory of Planned Behavior (TPB) has been widely employed in diverse academic fields to forecast both intention and behavior (Chen, & Chen, 2009; Han et al., 2010). According to Yadav & Pathak (2016), empirical evidence indicates that the theory is effective in elucidating pro-environmental behavior. For example, the Theory of Planned Behavior (TPB) has been utilized in various studies focusing on different subjects such as environmentally-friendly accommodations and caterers (Han et al., 2010), energy-efficient goods (Tan, Ooi, & Goh, 2017), and environmentally-conscious products (Yadav, & Pathak, 2016).

1.2.2 Theory of Reasoned Action (TRA)

The Theory of Reasoned Action, proposed by Fishbein and Ajzen in 1975, is an idea that highlights the significance of individual motivations in determining The odds of participating in a particular act. This study emphasizes the correlation between attitudes, subjective norms, and behavior. The scheme posits that human behavior is influenced by their desire to take action, which is affected by their mindset regarding

the behavior and the effect of subjective norms (i.e., social influences) on the way they think. According to Ajzen and Fishbein (1980). The attitudes of individuals are determined by their beliefs regarding the outcomes or attributes associated with engaging in specific behaviors. Consequently, individuals who possess firm convictions regarding the favorable consequences that will ensue from participating in a specific behavior will exhibit a favorable disposition towards said behavior, thereby enhancing the probability of engaging in it. Furthermore, when individuals perceive that they are expected to behave in a certain way by others or specific social groups, it serves as a motivating factor for them to participate in the said behavior (Ajzen, & Fishbein, 1980).

Numerous studies have employed this theory as a predictive framework for assessing environmentally friendly behavior. According to Boldero (1995), there exists a notable correlation between individuals' attitudes regarding the advantages of recycling a home newspaper and their intentions to actively participate in recycling activities. According to a research study conducted by Kang, Liu, & Kim, (2013), there exists a correlation between people's assumptions regarding the outcomes of purchasing and the use of natural cotton clothing and their desire to engage in such purchases. In a conducted study that investigated behavioral intentions regarding the purchase of energy-efficient products, the researchers provided evidence indicating that attitudes towards these products exerted a more influential impact on the intentions to acquire them compared to subjective norms (Ha, & Janda, 2012).

We are going to use these two theories in the Hypotheses Development part to investigate and analyze the relationship between attitudes towards environmentally friendly goods and intentions to buy them.

1.3 The Goals and Purpose of this Study

The major goal of this investigation is to conduct an analysis and investigate the effects of environmental knowledge, green brand image, and attitudes toward green products on green purchase intention. This study aims to examine the effects of the identified constructs on consumers' green purchasing intentions.

- Environmental Knowledge
- Green Brand Image
- Attitudes toward Green Products

Moreover, green perceived risk in this research has a moderating role that impacts the relationship between attitudes toward green products and green purchase intention.

The study's objectives and aims can be delineated as follows:

- Analyze the effects of environmental knowledge on green purchase intention.
- Analyze the impacts of green brand image on green purchase intention.
- Study the effects of attitudes toward green products on green purchase intention
- investigate the moderating effect of perceived risk associated with environmentally friendly goods on the relationship between individuals' attitudes towards green items and their intention to make environmentally friendly purchases.

1.4 Data Collection and Sampling Procedure

The researchers utilized the snowball sampling technique in order to conduct this study. The survey was conducted with a total of 228 participants residing in Northern

Cyprus. The online questionnaire was placed with the intent of gathering information from those who participated.

The research utilized a poll comprising six sections. The initial five sections focused on inquiries pertaining to the constructs outlined in the proposed conceptual framework. The final section was dedicated to gathering demographic information from the respondents. A seven-point Likert Scale was utilized to respond to each question. The components employed in the questionnaire consist of the following:

1. Questions pertaining to environmental knowledge
2. Questions pertaining to green brand image
3. Questions pertaining to attitude towards green products
4. Questions pertaining to green perceived risk
5. Questions pertaining to green purchase intention
6. Demographic questions.

In order to evaluate the questions' reliability, a pretest was administered to 20 respondents. This procedure was implemented in order to verify the absence of any errors in the questions and to make any requisite adjustments. The confidentiality of the survey respondents' personal information was upheld, thereby ensuring their anonymity. The respondents' involvement in the survey was completely voluntary.

1.5 Thesis Structure

The initial chapter of this thesis provides a preliminary examination of the development of green marketing linked to ecological goods, accompanied by a discussion of the underlying theories that form the basis for the proposed hypotheses. Furthermore, this chapter delineates the purpose and goals of the research, along with

a detailed description of the data gathering technique and sampling procedure. The study structure has been outlined at the conclusion of this chapter.

In Chapter Two, a comprehensive examination of prior scholarly research is provided, focusing on the topic of green marketing and the key components of our proposed conceptual framework. These components include attitude towards green products, green brand image, environmental knowledge, green perceived risk, and green purchase intention.

Chapter Three of the document presents a comprehensive overview of the research strategy used for the study. This encompasses the research design, the various stages involved in questionnaire design, the methodology employed for data collection, the process of sample selection, the determination of sample size, the approaches to analysis employed, and the moral factors are taken into consideration.

In Chapter Four, the research hypotheses have been presented and the predicted connections among each of the elements of the suggested theoretical structure were discussed.

Chapter Five of this study indicates the comprehensive data analysis that has been collected. The study employs various statistical techniques including descriptive analysis, correlation analysis, Cronbach's Alpha stability test, confirmation factor analysis, modeling of structural equations, and testing of hypotheses. Additionally, this section gives a full explanation of what came out.

The sixth section deals with the research findings and its conclusion. Furthermore, the study acknowledges the constraints inherent in the research and provides recommendations for future investigations related to the relevant subject matter.

Chapter 2

REVIEW OF LITERATURE

2.1 Introduction

Since the twentieth century has begun, more and more research has suggested a link between greater business economic performance and a comprehensive approach to environmental sustainability (Halme, & Korpela, 2014). Society's concerns about environmental deterioration have raised market competition and created new challenges for businesses to overcome (Andersén, Jansson, & Ljungkvist, 2020; Danso et al., 2019). Due to the increase in population and in order to meet consumer demands, the living environment around the globe has gotten worse recently. The deterioration of environmental systems is connected to consumer lifestyle and behavior. People have contributed to the establishment of organizations that support the ecosystem and environmental standards by progressively increasing environmental consciousness and environmental preservation. These organizations work to prevent irreparable environmental destruction by imposing limitations on international commerce (Barbulescu, & Duteanu, 2017).

This chapter's goal aims at evaluating relevant research on the topic of the currently available research to identify any knowledge shortages and make an effort to close such shortages. Additionally, this chapter makes an effort to create critical historical information about the study. This section argues the literature concerning green marketing and the effects of Attitudes towards Green Products (ATGP), Environmental

Knowledge (EK), and Green Brand Image (GBI), on Green Purchase Intention (GPI). In addition, we are going to discuss the moderating effect of Green Perceived Risk (GPR) on the mentioned relationship.

2.2 Green Marketing

In the absence of a consensus regarding the terminology of the association between marketing and sustainability, probably, there is also a lack of unanimity concerning the origins of green marketing (Simão & Lisboa, 2017). The American Marketing Association (AMA) created a workshop on marketing and the environment in the 1970s, which is when the notion initially surfaced. A book called "Ecological Marketing," which was the outcome of the workshop, was published (Henion, & Kinnear, 1976). The definition of ecological marketing provided by Henion and Kinnear (1976) is as follows: "Ecological marketing is concerned with all marketing activities (a) that have served to help cause environmental problems and (b) that may serve to provide a remedy for environmental problems" (Peattie, 2001). According to the explanations, sustainable marketing pertains to the considerations and impacts of ecology and pollution. Ecological concerns were primarily focused on the willingness of producers to adopt environmentally sustainable practices, with little regard for consumer demand (Dam, & Apeldoorn, 1996).

The idea of "green marketing" includes a range of initiatives and developments, such as changes to packaging, labeling, production methods, and goods, as well as advertising tactics (Podvorica, & Ukaj, 2020; Polonsky, 1994). From the point of view of Peattie (1995) and Welford (2013), green marketing is the managerial process that includes consumer needs and desires assessment, anticipation, and satisfaction. These activities will take place in the background of beneficial and sustainable methods. Due

to growing problems, it is the responsibility of the business organization to adjust to the environment's quick changes while concentrating on creating safer goods (Hasan, & Ali, 2015; Juwaheer, Pudaruth, & Noyaux, 2012). Moreover, from Dangelico & Vocalelli (2017) perspective, the primary objective of green marketing is to mitigate any potential adverse environmental impacts arising from the exchange of products, thereby emphasizing its paramount significance within the realm of marketing. However, alternative sources provide a more extensive definition of "green marketing" that encompasses various activities such as initial planning, implementation, and monitoring of growth, product pricing, advertising, manufacturing, and distribution. These activities are conducted in a manner that aligns with consumer preferences while also fulfilling the objectives of the corporation. Additionally, these processes are interconnected with environmental considerations. In alternative terms, the concept of "green marketing" pertains to a strategic approach employed by companies with the aim of mitigating the adverse environmental impact resulting from their operational activities (Papadas, Avlonitis, & Carrigan, 2017). A feeling of social responsibility and a willingness to match marketing efforts with those of both current and potential future stakeholders are at the heart of strategic green marketing strategies. Long-term, corporate-wide environmental sustainability efforts are the outcome of decisions made in sustainable marketing (Simão, & Lisboa, 2017). A change in the customer-company connection is necessary for a green marketing strategy. To achieve the necessities of sustainable clients, businesses must develop a product's practical and emotional features. A significant number of environmental challenges involve consumer expectations for environmentally friendly products, which are distinct from those of a conventional marketing strategy. Green marketing is seen as a proactive strategy and a long-term sustainable objective of the company (Szabo, & Webster, 2021). In order

to meet customer wants and achieve business goals, a marketing strategy that takes environmental effects into account is crucial (Prakash, 2002). As a result, it plays a vital role in the company's strategy (Menon, 1997). It suggests modifications to the traditional marketing mix of "product, price, place, and promotion" and creates connections with topics like industrial ecology, environmental sustainability, social responsibility, lifecycle analysis of products, material usage and resource flows, and eco-efficiency. Green marketing encourages marketers to examine the effects of production and consumption on society's quality of life and sustainable development rather than only the internal processes of manufacturing or the exterior processes of forming bonds with customers (Peattie, & Charter, 2003).

2.3 Environmental Knowledge

Consumers' awareness of environmental issues and our shared responsibilities for sustainable development are evaluated in terms of their environmental knowledge (Hamzah, & Tanwir, 2021). Consumer behavior is impacted by environmental knowledge and environmental attitudes (Wang, & Yu, 2020). People's awareness of ecology and their eagerness to pay for items that are environmentally friendly are frequently linked (Awan et al., 2021). Pagiaslis & Krontalis (2014) argued that a knowledge about ecology is a crucial component of environmentally friendly customer behavior. Wang, Wong, & Elagas (2020) claimed that Customers' pro-environmental behavior is influenced by their environmental awareness. A significant correlation exists between environmental awareness and the intention to make green purchases (Yusof, Musa, & Rahman, 2012).

The term "environmental knowledge" refers to the collective understanding of an individual concerning factual information, concepts, and interrelationships pertaining

to the natural environment. Additionally, such knowledge can also encompass an awareness of the impact of environmental issues on decision-making processes (Zainudin, 2013; Rashid, 2009). In addition, according to Wu, Huang, & Teng's (2013) definition, green or environmental knowledge pertains to the extent of a consumer's awareness and comprehension of environmental or green-related matters. Based on D'Souza, Taghian, & Lamb's (2006) research, there are two distinct forms in which environmental knowledge develops. The two aforementioned forms pertain to the consumer. Initially, it is imperative to educate consumers for comprehension the typical environmental influence of a product. Secondly, the consumer's awareness regarding the production of a product in an environmentally sustainable manner is crucial. Concerning consumer behavior, an increased capacity for understanding symbols is indicative of a greater level of environmental knowledge (Haryanto, Budhi, & Santi, 2014).

Environmental knowledge encompasses a person's interpretation of their level of understanding regarding environmental issues. It is commonly believed that there is a favorable relationship between environmental knowledge and the inclination to engage in environmentally friendly purchasing decisions (Lee, 2017).

An individual's overall comprehension and consciousness regarding ecological problems, along with the possible remedies for such issues, can be referred to as having environmental knowledge (Zsóka et al., 2013). Environmental knowledge can serve as an indicator of how environmentally responsible a person is, and can thus have an impact on their attitudes and behavior (Frick, Kaiser, & Wilson, 2004; Taufique et al., 2016). Consumers are more inclined to perceive environmentally friendly goods favorably when they possess a comprehensive understanding of ecological issues

(Aman, Harun, & Hussein, 2012). According to Bradley, Waliczek, & Zajicek (1999), Students who obtained low knowledge ratings demonstrated fewer positive attitudes towards the natural world compared to students who achieved high knowledge scores. In light of various studies, education has been identified as a highly effective approach to engage young individuals in understanding environmental concerns and fostering their ability to mitigate or alleviate environmental degradation (Trumper, 2010; Haring, & Jagers, 2018; Asunta, 2003). Mostafa (2007), demonstrated that an individual's attitude toward green products is positively correlated with their environmental awareness, which further influences their desire to buy.

2.4 Green Brand Image

The concept of the brand image serves the purpose of enhancing the brand's identity and is characterized by the consumer's mental associations with the brand name. These associations may comprise tangible attributes such as actual experiences or intangible attributes such as recognition, speed, value, excitement, and reliability. The creation of a brand image necessitates significant effort and diligence to ensure that products meet specific quality benchmarks before their introduction to the market. The negative impact of poor product quality on the brand image can lead to significant business losses (Lin, 2013).

In other words, the brand image serves as a significant cue for consumers to differentiate a brand from its competitors in situations where quality features are challenging to compare (Lin, Lobo, & Leckie, 2017). While there have been conflicting definitions of brand image in recent studies (Nagar, 2015), it is widely accepted among scholars that brand image is the perception of a brand held by consumers, which is shaped by the various associations with the brand that are stored

in their memory (Keller, 1993). The concept of a brand image refers to the holistic perception of a consumer, which is generated by a collection of brand-associated connotations that may come from utilitarian, symbolic, or logical attributes (Aaker, 1996). According to Park, Jaworski, & MacInnis, (1986), consumers can derive advantages from the comprehensive perception of firms by obtaining functional, experiential, and symbolic benefits. In their study, Alwi, & Kitchen, (2014) examined the concept of the corporate brand image through a review of consumer psychology literature. They provide a definition of corporate brand image as a comprehensive evaluative assessment of the corporate brand. The present investigation employs the conceptualization of green brand image as put forth by Chen (2010), which characterizes green brand image as follows: “a set of perceptions of a brand in a consumer’s mind that is linked to environmental commitments and environmental concerns”.

Some further scholars define “green brand image” as “a specific group of ideas, thoughts, and apprehensions about a brand in the minds of customers that are tied to sustainability and eco-friendly concerns” (Bashir et al., 2020). The green brand image can be considered a component of the broader brand image. The incorporation of eco-friendly products by a company may be positively influenced by the existing quality perceptions held by consumers, thereby enhancing the brand's environmentally conscious image (Yadav, Kumar, & Swaroop, 2016).

Moreover, Previous studies in the field of sustainable business practices have defined the concept of a green brand image as the environmental attributes that are linked to a particular product or brand (Bekk et al., 2016). According to Zameer, Wang, & Yasmeen (2020), the concept of brand image encompasses the collection of notions,

convictions, and perceptions that a consumer associates with a particular product or brand. When a product incorporates environmental or "green" elements, it can be interpreted as a brand with an environmentally friendly image. The notion of a brand that is environmentally friendly can be divided into two distinct parts, namely the functional and tangible element, and the psychological element. Both of these hold the same value. The formation of a consumer's perception of functional and psychological components is a result of their interaction with a product or brand. The perception of a particular brand is contingent upon the customer's experience. The green brand image refers to the collective efforts of companies' environmentally conscious initiatives.

2.5 Attitude towards Green Products

The term "attitude" encompasses to an individual's consistent and enduring evaluations, emotions, and inclinations toward a particular object or concept (Armstrong et al., 2014). Chen (2009) asserted that an attitude is a psychological inclination that manifests through the assessment of a specific entity with varying degrees of approval or disapproval. It is widely recognized that individuals who possess a more favorable disposition towards eco-friendly merchandise tend to exhibit a greater inclination towards the consumption of environmentally sustainable products, while those with a less favorable attitude tend to exhibit a lower inclination towards such products (Lestari, Hanifa, & Hartawan, 2020).

Attitude can be defined as the stage to which someone holds a positive or negative assessment or judgment of a particular behavior (Ajzen, & Fishbein, 2005). Comprehending attitudes is crucial since it serves as an indicator of an individual's forthcoming actions (Ajzen, & Fishbein, 1980). In other words, the process of decision-making by consumers invariably involves the psychological construct known

as attitude, as posited by scholars in the field of psychology. You can characterize attitude as a complex and enduring development of motivational, emotional, and cognitive processes that are influenced by various environmental factors that an individual may encounter and resist. The attitudes of an individual are indicative of their cognitive, affective, and behavioral responses toward their surroundings. For instance, this may include their perceptions of a retail establishment, a particular commodity, or a televised broadcast.

The notion of attitude towards green products refers to the intensity to which a person assigns either a favorable or adverse assessment to the act of purchasing environmentally-conscious products. (Chen, & Deng, 2016). The heightened consciousness of consumers has led to an increase in the number of green consumers who prioritize environmental sustainability, health, safety, quality, and social responsibility when making purchasing decisions (Bryła, 2019). The marketplace for environmentally friendly products is commonly acknowledged as a burgeoning industry with substantial prospects for growth and expansion, which can yield economic advantages such as job creation and contribute significantly to the shift towards sustainable development (Zimon, Madzik, & Domingues, 2020). Before making a decision to purchase eco-friendly products, consumers must possess a fundamental understanding and recognition of the natural surroundings. Consumers who hold favorable attitudes toward the ecological environment tend to exhibit a propensity to purchase sustainable products (Witek, & Kuzniar, 2020).

Those who demonstrate an eagerness to get involved in ecological practices demonstrate favorable attitudes toward environmental issues and initiatives within their surrounding ecological milieu (Kashi, 2020). Individuals also exhibit a strong

inclination to believe that their personal actions, such as the consumption of environmentally sustainable products, can effectively contribute towards the enhancement of environmental quality (Wang, 2022; Wang, Weng Wong, & Elangkovan, 2020). Additionally, they are probably aware of current environmental issues and cognizant of the fact that they frequently stem from environmentally damaging manufacturing procedures or excessive reliance on non-renewable natural resources (Felix, & Braunsberger, 2016). Comprehending the process by which consumers develop attitudes towards environmentally-friendly products is crucial, as it enables managers to gain knowledge about customer perceptions of their offerings and devise effective tactics for developing positive attitudes towards their eco-friendly merchandise (Tang, Wang, & Lu, 2014).

2.6 Green Perceived Risk

The concept of perceived risk pertains to the extent and type of risk that a consumer perceives when evaluating a specific consumption choice (Cox, & Rich, 1964). The assessment of potential outcomes resulting from an incorrect choice is a matter of personal perception among individuals (Peter, & Ryan, 1976). Prior studies have identified distinct classifications of perceived risk, which include the performance of the product, social elements, mental variables, physical variables, and time-convenience loss (Mitchell, 1999; Schiffman, & Kanuk, 1994). Extensive academic research has been devoted to examining the extent to which Perception of risk serves as a vital determinant of how customers behave (Bettman, 1973). Perception of risk is a significant factor that influences various forms of consumer purchasing behavior, encompassing four distinct categories: complex buying behavior, buying habits, variety-seeking, and dissonance-reducing purchasing behaviors (Assael, 1998; Mitchell, 1992). Because of the Asymmetry of information, it is increasingly difficult

for clients to determine the true worth of a product before making a purchase (Mishra, Heide, & Cort, 1998). In contemporary times, consumers are confronted with a growing volume of ambiguous environmental information while deliberating on their consumption choices. The observation of consumers displaying skepticism towards brands' assertions regarding ecological friendliness has been found to have a detrimental impact on the trustworthiness of the business, in addition to the noticed effectiveness of the company. (Newell, Goldsmith, & Benzhaf, 1998; Vanhamme, & Grobben, 2009; Webb, & Mohr, 1998).

According to Chen, & Chang (2012), the term "green perceived risk" refers to the anticipation of unfavorable environmental outcomes that may arise from consumer purchasing behavior. The authors also report significant loading scores that support the existence of such risks. They observe that there is an expectation of unfavorable environmental effects.

The perceived risk posed by consumers typically relates to the potentially negative impact of their behavior on nature (Rizwan et al., 2013). The progression of the environmental era has led to increased awareness among customers regarding the significance of the environment. As a result, organizations have been directed toward recognizing the importance of environmental sustainability. Moreover, Many customers express doubt regarding the influence of their actions on the planet, leading to an increased perception of risk associated with environmentally friendly products (Bansal, & Kistruck, 2006). As customers shift their purchasing behavior from non-traditional general merchandise and services to environmentally sustainable options, the perceived risk associated with the use of recyclable green products is mitigated by the intention of purchasing eco-friendly offerings (Wasaya et al., 2021).

In addition, customers become demanding and the reputation of the customers decreases when a goods or service fails to deliver the value of environment that is promised or fails to meet the ecological requirements. The heightened level of customer threat has led to the decision not to acquire the products. The crucial factor in the process of purchasing is the eco-friendliness of the product or service (Al-Zu'bi et al., 2012). The assessment of perceived risk is a crucial factor in the aftermath of the shortages of environmentally sustainable goods and services, as consumers are contemplating the notion of risk associated with any purchase (Gregg, & Walczak, 2008).

2.7 Green Purchase Intention

Since the 1970s, a considerable body of research has been dedicated to exploring consumer behavior in relation to environmentally friendly products. The study revealed that multiple elements, such as values, beliefs-knowledge, needs and motives, mindsets, and characteristics, exert significant influence on consumer decision-making when it comes to buying eco-friendly products (Bui, 2005). Nonetheless, the extent of research on the subject of green purchasing behavior is limited (Cheah, 2009; Lee, 2008; Tanner, & Wölfing Kast 2003).

The concept of green purchase intentions refers to an individual's tendency towards engaging in green purchasing behavior, primarily driven by the desire to reduce pollution. Behavioral antecedents are commonly assumed to have an immediate influence on behavior. Green intention to buy were defined by Chen, & Chang (2012) as the inclination of consumers to acquire products that are environmentally friendly. According to Roe et al. (2001), it can be inferred that consumers opt to purchase products that are kinder to the environment. with the intention of safeguarding or

protecting the natural environment. Chan (2001) proposed that the measurement of green purchase intentions could be achieved through three distinct items, specifically considering the idea of purchasing environmentally-friendly products, the act of switching to alternative brands for ecological purposes, and the adoption of green variants of existing products. Additionally, Rashid, Jusoff, & Kassim, (2009) define green purchase intention as the potential and inclination of an individual to prioritize environmentally friendly products over conventional ones when making purchasing decisions. Ajzen, & Fishbein (1975) posit that purchase intention is a crucial determinant in forecasting consumer behavior, particularly as it has been employed as a surrogate for actual behavior (Scott, & Jobber, 2000).

Chapter 3

RESEARCH METHODOLOGY

3.1 Design of Research

In order to effectively address a marketing research issue, it is essential to establish a structured approach that can yield the required data or information for resolution. The term used to refer to this arrangement or blueprint is research design. The document offers comprehensive information necessary to execute a particular procurement process aimed at resolving a specific issue, although the approach was established before for the aforementioned issue, The attainment of effective marketing research generally necessitates a meticulously crafted research design. A research design can guide a marketing project in a specific direction.

In general, a research design includes the upcoming stages: (Malhotra, 2007)

- Clarifying the information that is required.
- The three basic categories of the research phase are causal, exploratory, and descriptive.
- The process of determining the scaling and measurement.
- Conducting a pretest of the questionnaire.
- Provide details regarding the methodology of sampling and the length of selection.
- Developing a comprehensive approach to conducting assessment of data.

Most often, a study plan gets classified into two main categories: exploratory and conclusive, as illustrated by the accompanying diagram.

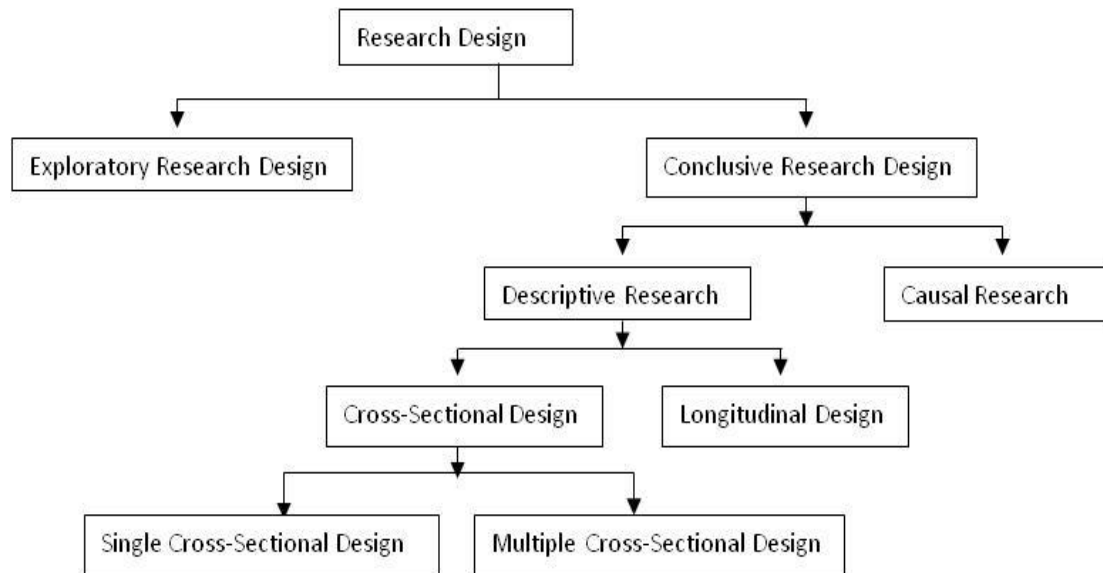


Figure 1: Marketing Research Design Classification; Source: Malhotra (2007)

Initial objective of exploratory research is to facilitate comprehension of a specific issue. Exploratory research is utilized when there is a requirement to establish a clear problem definition or gather additional data before developing an approach. Research designs that lead to conclusive results are categorized as either descriptive or causal. Conclusive research is characterized by a higher degree of formality and structure when compared to exploratory research. In this type of research, samples serve as representatives of the population and form the basis for data collection through quantitative analysis.

Descriptive research is commonly utilized to clarify current phenomena. In this type of research, the primary focus is on the absence of variable supervision by the researchers. To clarify, the researcher assumes the role of a journalist and solely documents current or past events. Descriptive research comprises the identification

and analysis of facts and surveys. Descriptive research can be categorized into two main designs: cross-sectional and longitudinal.

The cross-sectional design is a frequently utilized approach in conducting marketing research. In this procedure, data is gathered on a single occasion from each factor within the population of sample. The cross-sectional design can be categorized as either a single cross-sectional design or a multiple cross-sectional design. A single cross-sectional design is utilized to gather data from a sample within the target population at a certain juncture. The multiple cross-sectional design involves a single data collection event, but with at least two additional samples taken from the population.

Longitudinal research designs involve repetitive assessments of one or more samples over time, as opposed to cross-sectional designs. Similar to descriptive research, causal research requires a well-defined plan or structured design. Its primary purpose is to examine the causal relationship between variables. Frequently, it is utilized to designate the causal factor or the variable that is independent and the impact, which is the dependent variable. (Malhotra, 2007). Causal research can be classified into two distinct categories: qualitative studies and quantitative studies:

- Quantitative research aims to evaluate the connection among parameters. in a population and determine how one variable affects another (Altinay, & Paraskevas, 2015). Quantitative research is founded on the measurement of quantity or amount. This is applicable in scenarios where quantity is a determining factor (Kothari, 2008).
- The primary objective of qualitative research is to gain an understanding of the contextual factors that influence behaviors and phenomena. The focus of this

study is centered on emotions and personal experiences. Its methodology involves thorough examination, which encourages participants to share significant insights based on their unique perspectives, rather than adhering to predetermined parameters set by the researcher (Altinay, & Paraskevas, 2015). Conversely, qualitative research pertains to phenomena that possess qualitative attributes in the context of inquiry. This includes phenomena that are associated with or implicated in any form of quality (Kothari, 2008).

This study employs a descriptive research approach to assess the influence of ecological knowledge, attitudes towards green products, and green brand image on green purchase intention. The purpose of this dissertation is to elucidate an issue in marketing and report on current occurrences without controlling or supervising the variables. A survey was utilized to gather the necessary data, which is a fundamental element of descriptive research. A type of descriptive study known as single-cross-sectional includes collecting data from a singular sample of the general population at a specific moment in time.

The study's findings are presented through numerical data and statistical figures, indicating the use of a quantitative methodology. The target population for the present study comprises individuals residing in Northern Cyprus, from which our sample is drawn. The form of sampling utilized for the present research is Convenience non-probability sampling. The selection of this method relied on the consideration that there may be variations in the probability of selecting individuals from the target population. In addition, convenience sampling was considered suitable as the sample

was chosen based on the ease of recruitment, rather than aiming to accurately represent the entire population.

3.2 Questionnaire Format

A poll is a structured collection of inquiries designed to gather information from respondents in a formal manner. A questionnaire is typically regarded as a data-collection component toolkit. A comprehensive data-collection packaging can be made up of three key components. Firstly, it includes investigation procedures that encompass guidelines for the selection, approach, and questioning of respondents. Secondly, it incorporates incentives for respondents, which can take the form of gifts, rewards, or payments. Lastly, it encompasses communication aids, such as interview materials, visuals, maps, advertisements, and return envelopes for mail surveys. Irrespective of the type of oversight, a survey was designed with specific objectives in mind. All of the questionnaires serve three specific objectives. The following objectives have been identified:

1. The questionnaire should convey the required details into a collection of precise and easily understandable questions for the respondent to answer.
2. The questionnaire should aim to inspire, incentivize, and uplift the respondent to foster their cooperation and participation throughout the interview, ultimately leading to its successful completion.
3. The questionnaire should aim to minimize response errors.

3.2.1 Indicate the Information Required

The initial stage in the design of questionnaire involves identifying the essential information required. Moreover, this stage serves as a fundamental requirement in the process of study layout. It is important to note that the necessary information becomes increasingly defined as the research or study progresses. Furthermore, it is imperative

to possess a comprehensive comprehension of the research population. The personality traits of those taking part have a major effect on the layout of the survey instrument. The types of questions that are appropriate for housewives may not be suitable for students (Malhotra, 2007).

Before the development of the questionnaire, the requisite information was clearly delineated in this study. The study's target population consists of individuals living in Northern Cyprus, from whom data related to green perceived risk, attitudes toward green products, environmental knowledge, green brand image, and green purchase intentions are gathered.

3.2.2 Method of Interview

A broad understanding the influence of the questioning approach on the design of the questionnaire can be achieved by examining the methodology utilized for questionnaire administration. During in-person interviews, respondents are able to view the questionnaire and engage in direct, face-to-face interaction with the interviewer. Therefore, it is possible to ask questions that are extended, compound, or diverse. During telephone interviews, an exchange takes place between the participants and the interviewer, wherein a physical questionnaire is not utilized. Therefore, there are constraints on the length and complexity of the inquiries. Questionnaires distributed via mail are self-administered. Therefore, it is important to consider providing detailed instructions and ensuring that the questions are clear and straightforward. In computer-assisted interviews (CAPI and CATI), it is possible to easily implement randomization of questions and compound omitting methods to eliminate any potential order bias (Malhotra, 2007).

There exist two distinct categories of questionnaires, namely unstructured and structured. Structured questionnaires consist of formal, closed-ended inquiries that are formulated through the investigator. Unstructured polls consist of questions with open-ended answers that are specifically formulated to elicit comprehensive and unrestrained responses from participants.

3.2.3 Assessing the Contents

After identifying the necessary data and selecting an appropriate Technique for conducting interviews, the ensuing phase is to standardize the subject matter of each question, including its components. Every inquiry within a survey is expected to add to the essential data or fulfill a specific objective. If an inquiry fails to provide relevant data for the research, it should be eliminated. In certain circumstances, inquiries that are not overtly pertinent to the necessary data may be posed.

To foster engagement and establish a connection, it can be advantageous to commence a questionnaire with neutral inquiries, particularly when addressing a contentious or delicate subject matter. In specific scenarios, investigator might employ substitute inquiries in order to obscure the funding or motivation for the investigation. The remaining content is derived from primary sources and has not been previously published or disseminated.

3.2.4 Overcoming the Inability and Reluctance to Respond

Occasionally, survey participants have the ability to provide a response to a specific inquiry. However, they may be disinclined to respond to that inquiry. There may be various reasons for this, including the need for excessive effort, inappropriate context or situation for providing the answer, The absence of a justifiable necessity or objective for the information sought, or sensitivity to the data in question. A significant portion

of the participants exhibits a reluctance to expend substantial effort in providing information. Hence, it is advisable for the researcher to reduce the amount of effort demanded from the participants. Certain inquiries may be deemed suitable in specific contexts, yet may not be deemed appropriate in alternative circumstances. If respondents encounter inquiries that they are considering unsuitable In light of the provided context, they may exhibit reluctance to provide a response. In specific cases, the researcher possesses the capability to adjust the context of the questions to be presented in a manner that appears suitable.

In addition, survey participants may be hesitant to disclose information if they perceive that it lacks a valid purpose. Providing a clear rationale for the requested information can enhance its legitimacy among respondents, thereby increasing their willingness to respond. When information appears sensitive, respondents may be hesitant to disclose it accurately due to the potential risk to their self-image or prestige, which could result in embarrassment. If survey respondents are compelled to provide answers, they may exhibit response bias, particularly in face-to-face interviews.

Malhotra (2007), has introduced several methods to enhance the respondents' willingness to provide the necessary information, which is outlined below:

1. It is advisable to position sensitive inquiries towards the conclusion of the survey.
2. begin the survey with a commonly used statement;
3. When posing questions, adopt a third-person method;
4. Integrate a query amidst a series of inquiries that elicit reluctance among participants to provide a response;
5. categorical responses instead of requesting specifics;

6. By implementing an incidental approach, it is possible to optimize survey design by strategically placing sensitive questions towards the end. This methodology involves presenting respondents with two questions, one of which is neutral and expected to elicit a positive response, while the other is the sensitive question. This approach effectively minimizes the effort required from respondents.

The questionnaire for this study has been designed to minimize the level of effort required by respondents to answer questions, while also motivating them to complete the survey in its entirety. At the onset of the questionnaire, a filter question has been included to guarantee those who are not eligible fulfill the study's intended requirements do not expend unnecessary time and effort. Respondents are given the option to provide their income level or annual income in a sensitive question. This is an optional choice to ensure that respondents are not compelled to answer if they choose not to.

3.2.5 Select the Questions' Structure

There exist a pair of potential sorts of questions (Malhotra, 2007):

- Unstructured questions are commonly known as free-response questions. The subsequent inquiries necessitate responses that are open-ended in nature, addressing a particular prompt. It is recommended to begin inquiries for each topic with open-ended questions to allow participants to express their opinions and perspectives without restriction. This will assist researchers in establishing connections between these responses and structured questions, as well as in acquiring a comprehensive understanding. The utilization of unstructured questions would enhance the efficacy of exploratory research.

- Structured questions are those that utilize a specific format to identify a group of response alternatives. Structured questions include Likert scale, multiple choice, and dichotomous formats. This study employs categorical questions and a Likert scale to gather data.

The present study utilized a structured questionnaire to collect pertinent information. The survey utilized a scale called the Likert scale, encompassing a range from one (Strongly Disagree) to seven (Strongly Agree), to assess responses for each query. Categorical questions have been utilized to inquire about demographic information of survey.

3.2.6 Establish the Question Wording

The process of formulating questions involves converting the anticipated content and structure of a question into language that is readily understandable and clear for participants in a survey. When creating a questionnaire, one of the most critical and difficult tasks is to establish the wording of the questions. Inadequate phrasing of a query may lead to respondents declining to answer or providing inaccurate responses. A query should clearly articulate the topic under consideration. When constructing a questionnaire, it is advisable to utilize straightforward language that aligns with the vocabulary proficiency of the participants. It is advisable to refrain from incorporating words in a questionnaire that possess multiple meanings and are unfamiliar to the participants. Individuals may possess distinct interpretations of certain words, despite the words having a clear definition. A question that is leading indicates or suggests a specific response and may affect the way a reply responds. Certain respondents exhibit a tendency to provide affirmative responses to questions, irrespective of the nature of the inquiry. An implicit alternative is defined as a choice that is not stated explicitly

within the set of available options. To enhance the proportion of participants choosing an indirect option, it is advisable to articulate it clearly. The phrasing of the inquiries ought to avoid inducing responses that rely on implicit presumptions regarding a forthcoming result. It is advisable to pose specific inquiries and refrain from asking broad or general questions. Furthermore, it is recommended that the phrasing of the inquiries does not compel the participants to make generalizations or estimations. It is recommended to formulate inquiries, particularly ones pertaining to mindsets and styles of living, in the form of statements. This approach enables respondents to articulate their concurrence or dissent. Based on the available evidence, it seems that the response is contingent upon the directional nature of the declarations: words that are either conveyed negatively or positively (Malhotra, 2007). The questionnaire in this study has been properly worded, and its motifs are understandable.

3.2.7 Determine the questions' ordering

The poll should begin by questions pertaining to the points of view of participants because they enjoy providing their opinions, which will encourage them to participate in answering the questions. Based on a recommended approach, it is advisable to initially collect fundamental information, subsequently proceed with classification, and finally obtain identification details. The final section of the questionnaire should include delicate questions. General questions have precedence over specific questions since the responses to earlier queries may have an impact on the outcomes of subsequent queries. Questions ought to be posed sequentially and appropriately.

In this thesis, a logical order for the questionnaire's questions is taken into account to increase involvement. Since previous questions may have an impact on subsequent

ones, questions directly connected to the topic are asked first, followed by demographics and delicate inquiries like income levels near the close of the poll.

3.2.8 Design and Form

A manner in which questions are formatted, positioned, and spaced may significantly affect the outcomes. This is particularly crucial for questionnaires that are self-administered. It is advantageous to divide a questionnaire into multiple sections. It may be necessary to obtain multiple components of data in order to address inquiries pertaining to fundamental details. It is advisable to assign numbers to questions within each section, particularly when employing spreading inquiries. In an effort to simplify the process of programming replies, it may be beneficial to implement a system of numbering for questions. Ideally, it is recommended to administer a pre-questionnaire before conducting a survey. The codes that will be inputted into the computer system are also printed on the questionnaires utilized during the proceedings. In general, the coding determines the number of lines and columns at which a specific response should be entered (Malhotra, 2007). The design and preparation of the questionnaire for this study followed the guidelines for questionnaires provided in this section.

3.2.9 The Questionnaire Reproduction

The replication process of a questionnaire can significantly influence the resulting outcomes. In the event that a paper of substandard quality is employed for the inquiry's replication, and whether the inquiry itself exhibits a lackluster style, it is plausible that participants may perceive the endeavor as lacking significance. This perception, in turn, may have a detrimental effect on the quality of their responses. Therefore, it is recommended to use high-quality paper when reproducing the questionnaire and ensure that it has a professional appearance (Malhotra, 2007).

For this study, the survey was developed utilizing the Google Forms platform to maintain a high standard of quality and visual clarity. The survey is done online to prevent participants from thinking the questionnaire is irrelevant and to encourage them to complete it. To make sure that responders can read and answer the questions with ease, the proper fonts and formatting have been utilized.

3.2.9.1 Pretesting

The questionnaire should contain any potential errors. To do this, a small sample of 10–20 people are given the questionnaire in order to check for errors, revisions, and adjustments. It is imperative to ensure that the samples selected for both the primary survey and the pretesting are representative of the same target group. Pretesting can increase a particular questionnaire's usefulness, but it shouldn't be done before the main questionnaire is administered.

To enhance the quality of the questionnaire and ensure the absence of errors in the questions, a preliminary assessment was conducted, involving a sample of twenty participants selected from the target population. Any necessary changes or modifications were made accordingly. The pretest sample was chosen from the identical target audience as the primary questionnaire.

A pre-test with 20 respondents was conducted before the main questionnaire in order to identify any flaws or inaccuracies and to improve the primary survey. By gathering information from these twenty participants and analyzing the resulting data, we were able to determine that the questionnaire is error-free and that nothing needs to be modified or changed because the respondents had no trouble completing it, and neither did they report any errors in the questions nor did they request any additional

clarification. Consequently, we continued our survey with additional respondents after this conclusion.

3.3 Design of Sampling

One of the fundamental stages in the process of questionnaire development involves careful consideration of the sampling design, with a focus on identifying the most suitable and optimal design for the research at hand. The sampling design process comprises five distinct steps (Table 1).

Table 1: Sampling Design, Malhotra (2007)

Stage 1: Provide a definition of the goal populations.
Stage 2: Ascertain the sampling structure.
Stage 3: Choose the appropriate technique for sampling.
Stage 4: Assess the size of sample.
Stage 5: Carry out the sample procedure.

3.3.1 Target Community Definition

Early stage in the plan of a sampling process entails identifying and specifying the intended audience. The word "target population" refers to the broad category of things or elements that includes all the data the researcher is looking at and is the basis for all implications that follow. It is imperative to precisely define the target population. An inaccurate definition of the target population can lead to misleading, unproductive, and ineffective research outcomes. The process of delineating the intended audience entails transforming the issue statement into a true statement that delineates the individuals who will be encompassed within the sample (Malhotra, 2007).

The focus of this study pertains to individuals residing in Northern Cyprus who possess knowledge and familiarity with Green Products.

3.3.2 Determining the Sampling Frame

The framework of sampling exhibits the structures that are encompassed within the intended audience. The sample frame serves as a guide or set of guidelines to establish the desired population of interest. It is advisable to establish guidelines for the identification of the population to be targeted in situations where it is not feasible to collect information regarding the characteristics of said population. Utilizing a list as a means of gathering population structures might result in sampling structure errors, as it has the potential to incorporate extraneous elements or alternatively, omit pertinent factors from the population.

The Snowball sampling technique was utilized to select the sample for this study. Snowball sampling is a research methodology that involves the collection of information through direct contact with informants who are referred by other participants. This process can be characterized as iterative, as informants serve as gatekeepers to additional informants, who are subsequently contacted by the researcher, leading to the identification of further informants, and so forth.

3.3.3 Technique of Selecting a Sample

It is necessary to carefully choose the most appropriate sampling technique, which involves making a range of comprehensive decisions. As previously stated in the aforementioned section, the Snowball sampling technique has been employed in this thesis.

3.3.4 Choosing a Sample Size

The idea of experimental length relates to how many variables and elements should be included in the investigation. The process of determining experimental length is a complex one that involves both qualitative and quantitative considerations. Typically, crucial decisions necessitate a greater amount of information, which must be obtained with greater precision. It is recommended to increase the sample size for this analysis. As the size of the sample increases, there will be a corresponding increase in the cost per unit of information gained. (Malhotra, 2007).

In the present study, the experimental length was determined based on the absence of a strict rule for sample size determination. We aimed to collect information from 250 respondents, which we deemed sufficient. Before administering the main questionnaire, A preliminary assessment was carried out using a group of twenty individuals as an example selected from the intended audience.

According to Sekaran (2003), one that is frequently posed is, "What is the appropriate sample size?" Providing a definitive answer to this question is not a straightforward task. Several researchers have proposed different guidelines for determining the appropriate sample size. The guidelines are:

1. According to Roscoe's study conducted in 1975, it is recommended that the ideal number of participants for the majority of studies falls within the range of 30 to 500. It is advisable to ensure an initial sample size of 30 for each subgroup, such as women and men, when dividing the sample (Roscoe, 1975).
2. However, according to Borg and Gall (1989), for each subgroup, no fewer than of Hundred responders are needed.

3. The intended level of precision and trust may also have an impact on the number of respondents' determination. As said by Sekaran (2003), a larger sample size is necessary to achieve greater accuracy.
4. According to the recommendations proposed by Roscoe (1975), about three hundred people can be considered a sufficient sample size.

3.3.5 Implement the sampling procedure

A precise and detailed description of the procedures used to make sampling design decisions is necessary for the sampling process to be implemented successfully, according to Malhotra (2007):

- The population;
- Frame of sampling;
- Sampling unit;
- Technique of sampling;
- Size of sample.

The selection of the method of sampling should be guided by accurate and dependable information.

3.4 Analysis of Data

Multiple analyses were conducted to thoroughly examine the collected data. A descriptive examination was conducted to assess the demographics of those who participated for the purpose of data analysis. To establish whether there are significant statistical distinctions, t-tests are used among the average ratings across two distinct classifications. The Alpha-Cronbach's test was employed to establish the accuracy of scales to measure. Correlation analysis has been utilized to establish the magnitude and direction of the linear association between two variables. An extensive analytical

method used to concurrently explore and estimate complex causal linkages between factors is the modeling of structural equations, regardless of cases where these relationships are hypothetical.

The present study utilized descriptive assessment to examine the features of those who participated. The present study employed Partial Least Squares Structural Equation Modeling (PLS-SEM) as its analytical tool. In the realm of structural equation modeling, it is commonly recognized that there exist two distinct categories of models. Prior to 2010, Covariance-based Structural Equation Modeling (CB-SEM) was primarily utilized for the examination of intricate interrelationships among variables. Presently, there is a growing trend in the utilization of PLS-SEM in research publications as opposed to CB-SEM (Hair et al., 2017).

Partial Least Squares Structural Equation Modeling (PLS-SEM) is widely favored by researchers as a data analysis method. This preference stems from its capability to estimate intricate models containing numerous indicators or variables, all without the need to subject the data to assumptions about distributions. Partial Least Squares Structural Equation Modeling (PLS-SEM) is a predictive methodology that is primarily employed in constructing models that aim to provide causal justifications for the variables involved (Wold, 1982; Sarstedt, Hair, & Ringle, 2021). This approach also comes in an easy-to-use package that requires little technical expertise.

PLS-SEM uses ordinary least squares regressions and principal components analysis to determine the partial structures of models (Mateos-Aparicio, 2011). It is an effective substitute for CB-SEM, which is founded on constrictive presumptions (Hair, Ringle, & Sarstedt, 2011). According to Hair et al. (2017), it uses the overall variance to

compute the model's elements, whereas CB-SEM only considers the shared variance.

Use PLS-SEM in the following circumstances:

- The analysis will test a theoretical framework from a perspective of prediction;
- The conceptual model that is being suggested is complicated and contains numerous variables;
- The development of a theory necessitates the undertaking of exploratory research.
- The model incorporates a formatively measured variable;
- Financial ratios have been identified in the research;
- The utilization of secondary data is employed in the research process;
- The limitation of the sample size is due to the small size of the population;
- The significance of distribution cannot be overstated, particularly in cases where normality is absent;
- Scores for latent variables are required for additional analysis.

One of the justifications for using PLS-SEM, according to Hair, Ringle, & Sarstedt (2013), is when the research involves a complicated model which involves numerous model interactions, metrics, and structures. The utilization of PLS-SEM has been employed for analysis in this thesis due to the intricate nature of the proposed conceptual framework, which entails numerous relationships among constructs. Furthermore, in an effort to evaluate a theoretical framework from a predictive standpoint, the PLS-SEM technique was employed.

3.5 Data Collection Ethics

When gathering data, Investigators are required to adhere to ethical considerations into account. Respondents shouldn't be coerced into participating in the study by the

researchers. The respondents should be given a thorough explanation of the study's goals and objectives. Additional inquiries pertaining to the research issue are required to gather more data. Participants' identities ought to remain a secret. The database shouldn't be utilized while turning data into information in order to get precise results.

It is stated at the outset of the questionnaire that participation in this study's survey is entirely voluntary. Users' data will be kept anonymous and they are free to quit completing the survey at any time if they find it offensive. To make sure respondents understand why the inquiries are being asked, at the outset of the questionnaire, the goal of the study is made very plain.

Chapter 4

HYPOTHESES STATEMENTS

4.1 Introduction

The current section elucidates the interrelationships among the four primary components of our conceptual framework, namely, attitude towards green products, green brand image, environmental knowledge, and green purchase intention. Moreover, the effects of moderating factor which is green perceived risk on the attitude towards green products and green purchase intention relationship is explained in this chapter. The hypotheses regarding the relationships have been formulated based on the existing literature and the results will be discussed in the analysis chapter (chapter 5).

4.2 The Relationship Between Environmental Knowledge and Green Purchase Intention

Knowledge serves as a representation for both consumers and organizations. The gaining of positive knowledge associated with consumer environmental concerns facilitates organizations' development of knowledge-based products. Additionally, the provision of comprehensive knowledge and information regarding products upon their introduction into the market has been found to positively influence consumers' intentions to engage in green purchases (Moslehpour et al., 2022). The level of environmental knowledge has been found to have a notable influence on the purchasing intentions of consumers with regards to eco-friendly products. Heo & Muralidharan (2019) and Huang, Chien, & Sadiq (2022) have reported that consumers are motivated to make purchases of environmentally friendly goods due to their

association with environmental concerns, environmental knowledge, and consumer effectiveness. Environmental knowledge is a crucial and noteworthy determinant of green purchase intentions when compared to other environmental factors. The study conducted by Amoako et al. (2020) was meant to evaluate the environmental and green knowledge impacts on the environmentally conscious buying intentions of young individuals. The study's findings revealed a significant correlation between the two factors. Insufficient awareness among consumers regarding environmentally-friendly products diminishes their inclination towards making green purchases and has an impact on their purchasing patterns.

According to Fryxell, & Lo (2003) environmental knowledge is explained as “a general knowledge of facts, concepts, and relationships concerning the natural environment and its major ecosystems”. Prior research indicates that customers' environmental knowledge significantly influences how they make decisions when it comes to purchasing green products. Mostafa (2006) and Bamberg & Moser (2007) have provided support for the claim that knowledge plays a significant role in shaping customers' attitudes and intentions regarding natural goods and actions that promote sustainability. According to the findings of Smith & Paladino's (2010) study, possessing knowledge about the environment can lead to a more favorable attitude and increased intention to purchase organic produce among consumers. According to Suki's (2013) findings, there is a significant correlation between environmental knowledge and the ecological behaviors of young consumers, including their engagement in recycling and their preference for purchasing organic food. The study conducted by Chang & Wu (2015) demonstrated that the level of environmental knowledge has a significant effect on the message framing of green advertisements,

which in turn influences the pro-environmental behaviors of customers. Pothitou, Hanna, & Chalvatzis (2016) found that individuals with greater environmental knowledge exhibit a higher tendency to engage in environmentally sustainable behaviors, including but not limited to consuming protein-rich meals that are healthy, utilizing public transportation more frequently, and purchasing products with reduced disposable packaging (Fielding, & Head, 2012).

The results of previous studies indicate that raising consumer awareness of the environment, in general, can influence and raise their interest in buying environmentally friendly goods (Lee et al., 2012; Mostafa, 2009; Vicente-Molina, Fernández-Sáinz, & Izagirre-Olaizola, 2013). Nevertheless, other research has discovered that just a small portion of customers' ecologically friendly behavior will be directly linked to their environmental knowledge (Kollmuss, Agyeman, 2002). According to their findings from the research, customers demonstrate a higher propensity to engage in environmentally beneficial tangible purchases when they possess a heightened level of environmental consciousness.

Based on the discussion above, it is logical to say that, consumers' green purchase intention is greatly influenced by their level of environmental knowledge. Individuals lacking sufficient knowledge about the environment may struggle to grasp the implications of protecting the environment on human health. Thus, it is hypothesized that:

H1: There is a positive and significant effect of environmental knowledge on green purchase intention.

4.3 The Relationship Between Green Brand Image and Green Purchase Intention

According to Verdilla & Albari's (2018) study, the concept of brand image includes not only the evolution of a brand but also the overall impression of the brand which is conveyed through connections that hold significance in the minds of consumers. Establishing a favorable brand image is of utmost importance, as it is expected that the favorable impression held by consumers will lead to a positive mindset toward the brand's existence. This is commonly believed that having a distinct image for your business is one of the most important factors in determining commercial success (Aaker, 2014; Febriyantoro, 2016). In addition, the establishment of a strong brand image serves as an encouragement for consumer engagement and purchase behavior (Kotler, & Keller, 2016; Martha, & Febriyantoro, 2019).

Kremer, & Viot (2012), have indicated that retail establishments with a strong brand image are likely to achieve higher profit margins. This phenomenon can be attributed to the substantial impact that a good impression of a company can have on consumer buying patterns and ultimately impact their decision to purchase or refuse to purchase a specific good. Furthermore, the perception of a company's image is considered a critical determinant in the purchasing decisions of consumers when selecting products for purchase. A shop or store with a strong brand image can enhance the likelihood of a consumer's intention to procure the merchandise (Martínez, Pérez, & Del Bosque, 2014).

Ko, Hwang, & Kim (2013), indicated that there exists a substantial relationship between environmentally conscious marketing and the establishment of a positive brand reputation for eco-friendly merchandise. Additionally, it was disclosed that the integration of customer identity, product excellence, and business and socially responsible perspectives significantly impacts customers' inclination to purchase environmentally friendly brand products. Previous studies such as Chen et al., (2020) have demonstrated that the perception of an image by consumers can have a notable impact on how they behave.

Prior studies such as Chen (2008) and Dowling (1986), have demonstrated that the perception of an image by clients is capable of having a major influence on their choices. Moreover, companies that prioritize the enhancement of their environmentally-friendly image can not only avoid the potential consequences of environmental penalties but also encourage their clientele to engage in more eco-conscious purchase intentions (Chen, 2010). Additionally, purchase decisions are influenced by brand perception favorably as it has the potential to mitigate risk for consumers and enhance the probability of their making a purchase during the process of buying (Flavian et al., 2005). Therefore, previous investigation indicates that the brand image has the potential to influence the choice-making procedure of customers engaged in different exchanges and it, therefore, indicates which a company's image could beneficially impact customer buying behavior (Tariq et al., 2013; Wang, & Tsai 2014). A key determinant of purchasing intentions is the brand image (Shah et al., 2012). Consumer purchasing intent would be decreased by a weak brand image (Tariq et al., 2013). Clients are more inclined to pay for an organization's products since they believe that the company's brand image is better. According to Wu, Yeh, & Hsiao

(2011), In order to stimulate consumer purchase behavior, it is imperative for a company to allocate resources towards strengthening its image as a brand. This is due to the significant role that brand image plays in influencing the intention of customers to buy.

Thus, it is hypothesized that:

H2: There is a positive and significant effect of green brand image on green purchase intention.

4.4 The Relationship Between Attitudes Toward Green Products and Green Purchase Intention:

One of the components of the theory of planned behavior (TPB) model, which demonstrates how consumers examine and evaluate various things before acting on them, is a consumer's "green attitude" (Chin et al., 2020). Based on various studies conducted by Liao et al. (2020) and Panda et al. (2020), it has been observed that customers' attitudes towards environmentally friendly products significantly influence their behavior and play a pivotal role in shaping their intentions to purchase green services and products. Moreover, the examination of consumer attitudes towards environmental issues provides insights into their level of commitment or disregard for protecting the environment (Ahmad & Zhang, 2020; Suki, 2016; Chekima et al., 2016). Clients who adhere to ecological preservation are inclined to demonstrate their commitment by utilizing sustainable goods (Kalsi, & Singh, 2019; Chekima et al., 2016). Customers' green attitudes have a beneficial impact on their intentions to make green purchases; as a result, attitude can lead to consistent action (Amoak et al., 2020).

Those who are more inclined to maintain their involvement in a variety of ecologically friendly consumption and purchase behaviors are those who have favorable opinions about environmentally beneficial activities and are environmentally concerned. (Muralidharan, La Ferle, & Sung, 2017; Wang, 2020).

In 1980, Ajzen and Fishbein and Ajzen and Fishbein (1975) built the Theory of Reasoned Action (TRA) which is a concept that focuses on expectancy-value and encompasses attitudes, subjective norms, intentions, and behaviors that are directed toward a specific objective (Blue, 1995). The TRA indicates that behavioral intentions are influenced by attitudes and subjective norms, and subsequently, these intentions play a crucial role in determining behavior (Nisson, & Earl, 2020). Fishbein & Ajzen (1974) defined attitudes as ideas and emotions about something that causes people to respond in a particular manner toward it. In the theory of reasoned action, they also presupposed a causal relationship between attitude and behavioral intention. According to the theory of reasoned action, behavioral intentions are formed by the convergence of many attitudes (Sheppard, Hartwick, & Warshaw, 1988). According to the newly proposed definition by Zhang & Kim (2013), a consumer's attitude toward behavior directly impacts behavioral intention.

The Theory of Planned Behavior (TPB) was initially conceptualized as the Theory of Reasoned Action in 1980 to forecast an individual's intention to engage in a particular behavior within a specific temporal and spatial context. The theoretical framework was designed to account for all human behaviors that are subject to self-control. TPB states that consumers' overall perceptions of a particular product might influence their decision to buy those things (Hassan, 2014; Shamim, & Butt, 2013). One of the three factors that determine desire in the mentioned theory is the mindset towards behavior

which is conceptually independent and relates to an individual's level of favorable or unfavorable assessment of the action under consideration (Ha, Hong-Youl, & Swinder Janda, 2012; Klöckner, 2013). For example, Panda et al. (2018) discovered a correlation between consumers' environmental attitudes and their purchasing behavior.

It is reasonable to anticipate that those who view green products as healthy will most likely have a favorable attitude toward buying them. Typically, attitudes are seen as elements that directly affect behavioral intentions or conduct (Han, & Kim, 2010). In contemporary times, an increasing number of customers are expressing concerns regarding the environment and assuming responsibility for its well-being. As a result, they are actively seeking to procure goods that possess minimal adverse effects on the environment (Young et al., 2010). Last but not least, Chen and Chang (2012) established a model for analyzing consumer green purchase intentions, and they claimed that customers who believe green products are better for the environment will be more likely to make green purchase decisions (Kumar, & Anand, 2013). Thus, it is hypothesized that:

H3: There is a positive and significant effect of attitudes toward green products on green purchase intention.

4.5 Moderating Effect of Green Perceived Risk on the Relationship Between Attitudes Towards Green Products and Green Purchase Intention

In the words of Mitchell (1999), perceived risk can be defined as the condition of ambiguity that consumers encounter when they lack the ability to accurately anticipate the outcomes of what they will buy. This often leads to errors in the decision-making process as consumers strive to maximize their buying outcomes.

Several studies have employed Perceived Risk as a moderating variable to examine the association between Attitude and purchasing intention such as Ismail, & Mokhtar (2016), They used this moderation in the field of Herbal Products and they found that the perception among consumers that herbal products are inherently natural, pose minimal risks, and can be utilized without requiring any particular precautions. However, Customers require comprehensive information regarding the potential risks and benefits of herbal products to ensure their safe and efficacious use.

A separate research investigation that employed the concept of Perceived Risk as a moderating factor in examining the association between Attitude and purchasing intention is Jain's (2021) study, it is in the field of Luxury Products. Jain (2021) found that despite the favorable disposition of consumers towards online shopping, the perceived increase in risk associated with purchasing from e-boutiques may dissuade them from engaging in such transactions.

Wang et al., (2022), also used Perceived Risk as a moderator on the relationship between Attitude and Travel Intention (Behavioral Intention). Their study is done in the field of tourism. They found that when the perceived risk surpasses an individual's tolerance level, the proposed causal path(s) exhibit a decrease in predictive capability, and conversely, when the perceived risk falls below the tolerance level, the predictive power of the causal path(s) increases.

In this study, we are going to use Perceived Risk as a moderator on the relationship between Attitude and Purchase Intention in the field of Green Products. Hence, according to the studies we mentioned above we hypothesized that:

H4: Perceived risk moderates the relationship between attitudes toward green products and green purchase intention.

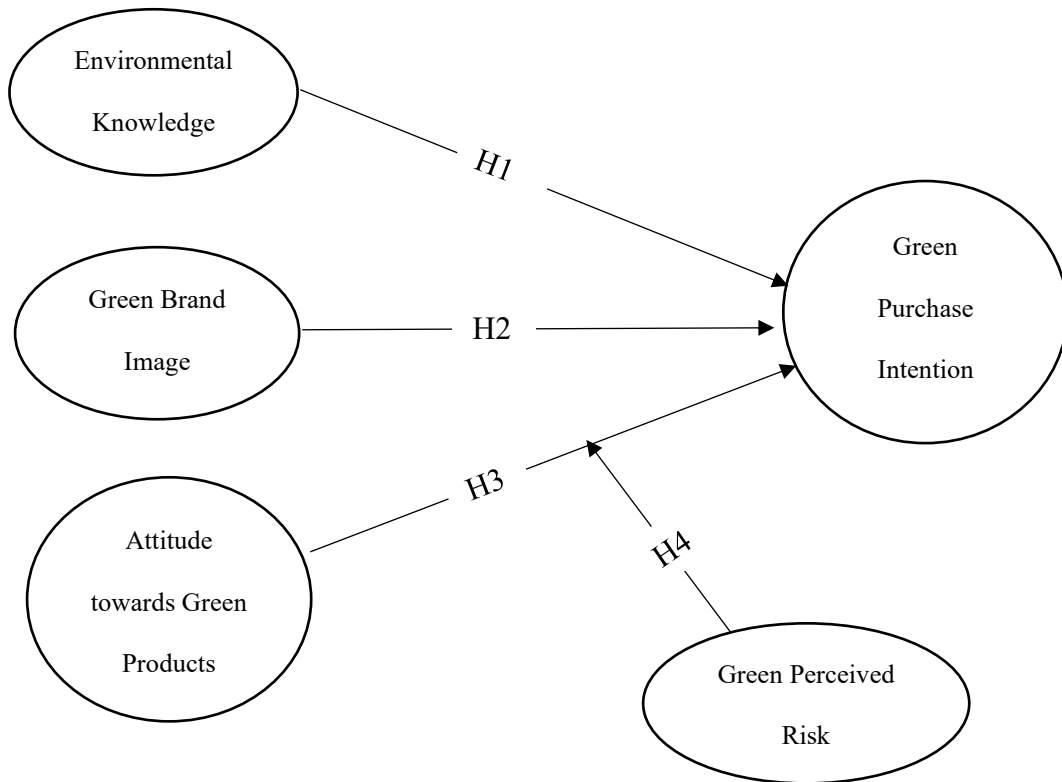


Figure 2: Hypotheses Framework

Chapter 5

ANALYSIS, RESULTS, AND A DISCUSSION OF THE FINDINGS

5.1 Introduction

The analysis of the information acquired by an online survey is the main emphasis of this section. Data collection has been produced for carrying out specific tests in order to develop statistical information. The conceptual framework presented in chapter two of this study exhibits numerous interrelationships among its variables, thereby posing challenges for data analysis. As a result, the data has undergone an extensive data analysis technique called partial least squares structural equation modeling (PLS-SEM). PLS-SEM enables the examination of both measurable and unmeasurable relationships among variables.

Smart PLS is the program used to perform partial least squares structural equation modeling (PLS-SEM). The application that was invented by Ringle, Wende, & Will, (2005). Since its inception in 2005, this software has gained prominence due to its notable benefits, including sophisticated reporting capabilities, a user-friendly interface, and widespread availability to researchers.

5.2 Descriptive Analysis

5.2.1 Distribution of Gender

The subsequent table presents the distribution of genders. Out of the individuals surveyed, it was found that 126 respondents (56.30%) identified as male, while 91 respondents (40.60%) identified as female.

Table 2: Gender

	Frequency	Percent
Male	126	56.3
Female	91	40.6
Total	217	96.9
Missing	7	3.1
Total	224	100

5.2.2 Distribution of Age

The table displayed below shows the age of the survey participants' distribution. Based on the information in the chart, it can be observed that 110 participants, accounting for 49.10% of the total respondents, belonged to the age group of 18 to 25 years. Similarly, 66 respondents, representing 29.50% of the sample, fell within the age range of 26 to 33 years. Additionally, 16 participants, constituting 7.10% of the total, were aged between 34 to 41 years. Additionally, it was found that out of the total number of respondents, 5 individuals, accounting for 2.20% of the sample, fell within the age range of 42 to 49 years old. Thirteen additional respondents (5.8%) were classified as being aged 50 years and older. Furthermore, a total of 14 data points, accounting for 6.30% of the sample, were found to be missing.

Table 3: Age

Age	Frequency	Percent
18-25 years old	110	49.1

26-33 years old	66	29.5
34-41 years old	16	7.1
42-49 years old	5	2.2
50+ years old	13	5.8
Total	210	93.8
Missing	14	6.3
Total	224	100.0

5.2.3 Distribution of Education Level

The subsequent table presents the educational attainment of the participants. Based on the data presented in the chart, it can be observed that 8 participants, constituting 3.6% of the total sample, possessed a secondary school certificate. Additionally, 29 respondents, accounting for 12.90% of the sample, held a High National Diploma. Furthermore, 82 participants, comprising 36.60% of the sample, possessed a First degree. Moreover, 69 respondents, representing 30.80% of the sample, held a Master's degree. Lastly, 29 participants, constituting 12.90% of the sample, possessed a Ph.D. degree.

Table 4: Education

	Frequency	Percent
Secondary school	8	3.6
High National Diploma	29	12.9
Bachelor`s degree	82	36.6
Master`s degree	69	30.8
PhD	29	12.9
Total	212	96.9
Missing	7	3.1
Total	224	100

5.2.4 Distribution of Income

The table presented below depicts the income levels of the respondents. Based on the data presented in the table, it can be observed that 51 respondents, accounting for

22.80% of the total, reported earning up to the minimum wage. Similarly, 50 respondents (22.30%) reported earning exactly the minimum wage. Additionally, 40 respondents (17.90%) reported earning 1.25 times the minimum wage, while 25 respondents (11.20%) reported earning twice the minimum wage. Additionally, out of the total respondents, 32 individuals, accounting for 14.30% of the sample, reported earning a salary exceeding twice the minimum wage. Furthermore, a total of 26 data points, accounting for 11.60% of the dataset, were found to be missing.

Table 5: Income

	Frequency	Percent
Up to minimum wage	51	22.8
Minimum wage	50	22.3
1.25*minimum wage	40	17.9
2*minimum wage	25	11.2
More than 2*minimum wage	32	14.3
Total	198	88.4
Missing	26	11.6
Total	224	100.0

5.2.5 Distribution of Occupation

The table presented below demonstrates that within the surveyed population, there were a total of 139 (62.10%) individuals who identified themselves as students and 16 Research and Teaching Assistances (7.10%). Moreover, there were 3 respondents (1.3%) who were Engineer and 6 respondents (2.7%) who were Doctor, and also there were 11 Business Man or woman (4.9%). Additionally, there were 2 Lawyers (0.9%), 14 Managers (6.30%), 27 Employee (12.1%), and 6 Academicians (2.7%).

Table 6: Occupation

	Frequency	Percent
Student	139	62.1
RA and TA Assistant	16	7.1
Engineer	3	1.3
Doctor	6	2.7
Business Man/Woman	11	4.9
Lawyer	2	0.9
Manager	14	6.3
Employee	27	12.1
Academic	6	2.7
Total	224	100.0

5.3 Analysis of Correlation

The analysis of correlation is utilized to assess the magnitude and the path of the relationship is linear between both variables. (Pallant, 2020). The coefficients of Pearson correlation (r) are constrained within the range of -1 to +1. The presence of both positive and negative indicators suggests the presence of a favorable correlation, where an increase in one variable is accompanied by a rise in the other variable, and an adverse correlation, where a rise in one variable is accompanied by a fall in the other variable. The degree of the value in absolute terms, when the sign is disregarded, serves as an indicator of the relationship intensity. A correlation coefficient of either 1 or -1 signifies a perfect correlation, indicating that the accurate determination of the value of one parameter is contingent upon knowledge of the value of the other parameter (Pallant, 2020).

When the coefficient of correlation is 1, there is an entirely favorable relation, whereas when the correlation coefficient is -1, that means there is no association at all. A correlation coefficient of zero denotes the absence of a relationship between the variables under analysis. However, there are certain guidelines available that can be

employed to elucidate the values within the range of 0 and 1. Based on the work of Cohen (1988) as referenced in Pallant (2020), it has been established that correlations falling within the range of 0.10 to 0.29 signify a tiny impact size. Similarly, correlations ranging from 0.30 to 0.49 indicate an average effect size, while correlations between 0.50 and 1.0 are indicative of an enormous effect size when assessing the relationship between parameters.

The subsequent table presents the correlation results for the variables examined in the present investigation:

Table 7: Correlations

		EK_Mean	GBI_Mean	ATT_Mean	GPR_Mean	GPI_Mean
EK_Mean	Pearson Correlation	1	.671**	.597**	.423**	.607**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	214	214	214	214	214
GBI_Mean	Pearson Correlation	.671**	1	.591**	.317**	.592**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	214	214	214	214	214
ATT_Mean	Pearson Correlation	.597**	.591**	1	.254**	.760**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	214	214	214	214	214
GPR_Mean	Pearson Correlation	.423**	.317**	.254**	1	.356**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	214	214	214	214	214
GPI_Mean	Pearson Correlation	.607**	.592**	.760**	.356**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	214	214	214	214	214

** . At the 0.01 level, correlation is significant (2-tailed).

5.3.1 Green Purchase Intention and Environmental Knowledge

With regard to the data provided in the table mentioned earlier, a major connection can be inferred with P less than 0.01, and substantial correlation between Green Purchase desire and Environmental Knowledge. This conclusion is supported by the correlation coefficient of 0.607 observed between these two constructs.

5.3.2 Green Purchase Intention and Green Brand Image

From the data listed in the table provided, the coefficient of correlation between both of the concepts being examined is calculated to be 0.592. Therefore, it can be asserted that there exists a strong and positive linear correlation between Green Purchase Intention and Green Brand Image, which is highly significant at a level of $P < 0.01$.

5.3.3 Green Purchase Intention and Attitude towards green products

The data provided in the table suggests that the association ($P < 0.01$) is solid, positive, linear, and significant between Green Purchase Intention and Attitude towards green products, as evidenced by the coefficient of correlation of 0.760.

5.3.4 Green Purchase Intention and Green Perceived Risk

With regard to the data given in the aforementioned table, it has been determined that the two constructs under investigation have a correlation value of 0.356. Therefore, it can be said that there is a normal, positive linear association between the mentioned relation that is considered significant ($P < 0.01$).

5.4 Measurement model

In the assessment of internal consistency reliability, the evaluation of composite reliability (CR) and Cronbach's alpha (CA) is conducted. Composite reliability (CR) typically falls within the range of 0 to 1, with a value of 1 indicating optimal reliability. Henseler, Ringle, & Sarstedt, (2012) argue that, in order to ensure confirmatory validity, it is necessary for the composite reliability to reach a threshold of 0.7 or

higher. Additionally, it is imperative for Cronbach's alpha (CA) to possess a value that is equal to or exceeds 0.7, as stated by Garson (2016).

Table 8: Measurement Model

Constructs	Items	Outer Loading	Cronbach's Alpha	Composite Reliability	AVE
ATT	ATT1	0.795	0.814	0.823	0.639
	ATT2	0.783			
	ATT3	0.801			
	ATT4	0.817			
EK	EK1	0.713	0.850	0.893	0.627
	EK2	0.772			
	EK3	0.860			
	EK4	0.815			
	EK5	0.792			
GBI	GBI1	0.780	0.872	0.907	0.662
	GBI2	0.813			
	GBI3	0.850			
	GBI4	0.846			
	GBI5	0.776			
GPR	GPR1	0.858	0.904	0.933	0.776
	GPR2	0.898			
	GPR3	0.894			
	GPR4	0.874			
GPI	GPI1	0.801	0.891	0.917	0.648
	GPI2	0.833			
	GPI3	0.848			
	GPI4	0.772			
	GPI5	0.779			
	GPI6	0.794			

In order to establish convergent validity, it is imperative that all outer loadings possess a value greater than 0.708. According to Hair et al. (2017), it is imperative that the average variance extracted (AVE) surpasses a threshold of 0.5. The confirmation of convergent validity is evident in Table 1, as all the outer loading values surpass the threshold of 0.708. In addition, it is observed that all the values pertaining to AVE exceed 0.5. The internal consistency of the constructs is supported by the findings presented in Table 8, which indicate that the values of CA and CR surpass the suggested minimum of 0.7.

Table 9 Validity with Discrimination (Fornell-Larcker criterion)

	ATT	EK	GBI	GPR	GPI
ATT	0.799				
EK	0.602	0.792			
GBI	0.589	0.671	0.814		
GPR	0.268	0.428	0.317	0.881	
GPI	0.775	0.611	0.597	0.356	0.805

Table 10: Heterotrait-Monotrait Ratio (HTMT)

	ATT	EK	GBI	GPR	GPI
ATT					
EK	0.710				
GBI	0.696	0.776			
GPR	0.290	0.486	0.375		
GPI	0.889	0.699	0.673	0.397	

When the square root of the average variance extracted (AVE) for each latent variable is greater than the correlation values with the other constructs, discriminant validity is demonstrated. (Fornell, & Larcker, 1981). Based on the research conducted by Fornell-Larcker, the proof of discriminant validity is substantiated by the observation that the square root of the average variance extracted (AVE) for each factor surpasses the correlation values with other factors, as outlined in Table 9. To ensure discriminant validity, the HTMT value needs to be less than 0.9. Henseler et al. (2015) conducted a research study. The research results indicate the existence of discriminant validity, as supported by the values given in Tables 12 and 13, all of which are below 0.9.

5.4.1 Common Method Bias

The occurrence of one typical method discrimination is attributable to the scale approach employed by the structural equation modeling (SEM) study. For example, participants might be affected by the initial instructions provided in the questionnaire when formulating their responses. Furthermore, it is important to consider the influence of social desirableness bias on participants' responses, as it may prompt them

to answer questions in a manner that conforms to societal norms and expectations. In both scenarios, these factors contribute to a shared variation among the indicators being measured (Kock, 2015).

5.5 Structural Model

Hair et al. (2019) argue that it is necessary to examine collinearity prior to assessing the structural model. Therefore, an examination was conducted to assess the variance inflation factor (VIF) values for the purpose of testing collinearity. According to Hair et al. (2019), it is recommended that the variance inflation factor (VIF) should be below or equal to 3. According to the data presented in Table 11, it is evident that all the Variance Inflation Factor (VIF) values are below the threshold of 3, indicating the absence of any collinearity issues.

Table 11: Collinearity Statistics

	ATT	EK	GBI	GPR	GPI
ATT					1.738
EK					2.254
GBI					2.018
GPR					1.226
GPI					

5.5.1 The Outcomes for Calculated Association

An approach whose name is bootstrapping was utilized to criticize the statistically significant nature of the associations among parameters. According to the data presented in Table 12, all of the proposed relationships in the model demonstrate statistical significance.

Table 12: The Outcomes for Calculated Association

Route	Route Coefficient	Value of P
ATT → GPI	0.599	0.000
EK → GPI	0.156	0.021
GPI → GPI	0.140	0.045

5.5.2 Explanatory Capability of the Model

This study also examines the R^2 value, which quantifies the proportion of variance in the dependent variable that can be accounted for by the model or the independent variables. The R^2 value could be considered an indicator of the model's ability to explain the observed data (Shmueli & Koppius, 2011). According to Ridgon (2012), the R^2 value can be defined in terms of its ability to predict outcomes within the sample.

The R^2 value exhibits a range between 0 and 1. The superior explanatory capacity of the model is evidenced by its higher R^2 values. Based on the findings of Henseler et al. (2009) and Hair et al. (2011), It has been proposed that classifications of 0.25 as weak, 0.50 as mild, and 0.75 as high strength be used. Nevertheless, in certain instances, it is deemed acceptable to have a low R^2 value, such as 0.10, as stated by Raithel et al. (2012). The study's proposed model demonstrates the ability to account for 64.4% of the variance in GPI, as evidenced by the R^2 value.

5.6 The moderating effect of Green Perceived Risk

The moderating effect of green perceived risk was assessed using the product indicator approach. According to the results (Table 13), green perceived risk moderation effect was insignificant and negative ($\beta = -0.08$, $P\text{-value} > 0.05$), therefore H4 is not supported and we can conclude that green perceived risk does not moderate the relationship between attitude towards green products and purchase intention.

Table 13: Moderation test results

Hypothesis	Moderator	β	P-value	Decision
H4	Att \times GPR \rightarrow PI	-0.08	0.08	Not Supported

Notes - Att: Attitude towards green products; GPR: Green Perceived Risk; PI: Purchase Intention

5.7 Hypotheses Testing

The presented table provides an overview of the supported relationships within this study. It is evident from the table that all relationships, with the exception of H4, have received support.

Table 14: Hypothesis Testing

H1	Environmental knowledge has a significant and favorable effect on green purchase intention.	Supported
H2	Green brand image has a significant and favorable effect on green purchase intention.	Supported
H3	Attitude towards green products has a significant and favorable effect on green purchase intention.	Supported
H4	Green perceived risk does not have a significant effect on green purchase intention.	Not supported

5.8 Discussion of Findings

The effects of Green Brand Image, Attitude towards Green Products, and Environmental knowledge on Green Purchase Intention have been investigated. First of all, we found that Environmental Knowledge has a positive effect on Green Purchase Intention. In many previous studies Like Vicente-Molina, Fernández-Sáinz, & Izagirre-Olaizola, (2013) affirmed that Enhancing consumer knowledge regarding environmental issues, as a whole, has the potential to impact and augment their tendency towards purchasing green products and also according to Gomez, Werle, & Corneille, (2017), The level of product comprehension and data processing has a substantial influence on client buying behaviors. Consumers who possess a higher

level of prior knowledge are deemed to be more acquainted with the product and are capable of utilizing extrinsic cues to inform their purchasing decisions. (H1 was supported).

Moreover, we found that Green Brand Image affects positively Green Purchase Intention like what Wu et al. (2011) stated, in order to encourage consumer purchase behavior, it is imperative for a company to allocate resources towards the enhancement of its brand image. This is due to the significant role that brand image plays in influencing customer purchase intention and also Mourad, & Serag, (2012) posits that the establishment of a green brand image exerts a favorable impact on the consumer's inclination towards environmentally conscious brands. This finding suggests that the establishment of an environmentally friendly brand image significantly influences the reputation of the company. Moreover, a positive brand image further increases the likelihood of customer purchase of environmentally friendly products. (H2 was supported).

The influence of consumers' attitudes towards Green Products on their intentions to purchase environmentally friendly products has been demonstrated to be favorable. previous studies like Young et al. (2012) declared that an increasing number of customers are expressing concern about the environment and assuming responsibility for its well-being. Consequently, they are opting to purchase goods that have a minimal negative impact on the environment, and also Suki (2013) posited that there exists a positive correlation between the strength of a consumer's attitude towards green products and their intention to purchase said products. As a result, this leads individuals to exercise greater caution when choosing products. (H3 was supported).

Finally, based on our findings, it has been determined that contrary to previous studies such as Ismail and Mokhtar (2016), which supported the notion that Perceived Risk moderates the association among Attitude and intention to purchase, this study specifically focused on the field of Green Products and found no evidence of moderation in the aforementioned relationship. (H4 was not supported).

Chapter 6

CONCLUSION

6.1 Introduction

The initial five sections of this study endeavor have comprehensively examined and presented a thorough review of the subject matter. Through an extensive review of academic literature, comprehensive explanations have been provided for the concepts of environmental knowledge, green brand image, attitude toward green products, green purchase intention, as well as the relevant theories of Planned Behavior and Reasoned Action.

After providing a definition of the framework's concepts, hypotheses regarding the relationships between structures have been created. To facilitate the analysis of these hypotheses, a questionnaire has been designed and will be utilized to gather the necessary data. The analysis of the data has been conducted in the fifth chapter and the findings have been given. The present chapter will examine the implications for managers associated with the utilization of influencer marketing. The research will include a discussion of its limitations, as well as recommendations for future studies pertaining to this topic.

6.2 Managerial Implications

The results of this study carry significant implications for managers and marketers who aim to encourage green purchase intention and involve consumers in sustainable consumption behaviors. The results of the study yield several managerial implications:

Improving environmental knowledge: It is advisable for companies to prioritize the dissemination of information to consumers regarding environmental concerns and the advantages associated with utilizing eco-friendly products. This objective can be accomplished through a variety of methods, including the implementation of informative product labels, the execution of awareness campaigns, and the utilization of digital platforms to effectively distribute accurate and easily accessible information. By enhancing consumers' understanding of environmental issues, companies have the potential to effectively shape their attitudes and intentions towards environmentally friendly products.

The establishment and effective communication of a robust green brand image are of paramount importance in order to appeal to consumers who prioritize environmental consciousness. It is imperative for companies to emphasize their dedication to sustainability, environmentally conscious practices, and ethical obligations in their marketing communications. Companies can enhance consumers' perceptions of their green brand image by placing emphasis on their green initiatives and transparent supply chains, thereby building trust and credibility.

It is imperative for companies to prioritize the cultivation of favorable attitudes towards green products. This objective can be accomplished by emphasizing the distinctive advantages and value proposition of their environmentally friendly products or services. An optimal marketing approach should prioritize highlighting the environmental benefits, superior quality, and exceptional performance of eco-friendly products while addressing any perceived obstacles or misunderstandings associated with sustainable consumption. Organizations have the opportunity to utilize

testimonials, endorsements, and social proof as effective strategies to strengthen positive perceptions among consumers.

Although, generally managers should consider perceived risk in the relationship between Attitude and Purchase intention, according to the results obtained in our study, the perceived risk does not affect the mentioned relationship, so managers should not consider risk.

Engaging in collaborative efforts with environmental organizations, non-governmental organizations (NGOs), and entities focused on sustainability can significantly bolster a company's credibility and reputation within the green market. Establishing partnerships and alliances with these organizations can offer prospects for collaborative initiatives, cause-related marketing campaigns, and joint projects focused on advancing sustainable consumption. This strategy has the potential to assist companies in expanding their reach to a broader audience, establishing consumer trust, and making a meaningful contribution to the overarching sustainability movement.

Moreover, it is imperative for companies to allocate resources towards persistent research and innovation efforts. This will enable the development of novel environmentally-friendly products that not only cater to consumer preferences but also align with their deeply-held values. By remaining informed about emerging environmental trends, technological advancements, and consumer insights, companies can develop innovative solutions to effectively tackle sustainability challenges. Conducting regular market research, consumer surveys, and focus groups can yield valuable insights that can inform product development and enhance marketing strategies.

In conclusion, the study's findings indicate that companies would benefit from prioritizing the improvement of environmental knowledge, the establishment of a robust green brand image, the addressing of attitudes towards green products, the cultivation of collaborations, and the allocation of resources towards ongoing research and innovation efforts. By implementing these strategies, organizations can efficiently enhance green purchase intention, appeal to environmentally conscious consumers, and make a valuable contribution towards a more sustainable future.

6.3 Limitations of the Study

This study possesses several limitations that will be addressed. One limitation of the study is the utilization of the snowball sampling technique, which restricts the inclusion of the entire population of individuals who use green products. Furthermore, the survey only analyzes individuals residing in North Cyprus.

As previously mentioned in the methodology chapter, the data collection for this study utilized a cross-sectional approach. This methodology is acknowledged as the second limitation of the study. Consequently, there is a likelihood that participants may modify their responses to the inquiries, potentially yielding different answers at a later time.

The survey instrument used to gather data from participants was developed in English, a language that is not the native tongue of our target population. The third limitation of the research could be attributed to the challenge encountered by respondents in comprehending the survey questions.

Geographic limitation could be considered as fourth limitation. The study was conducted exclusively in Northern Cyprus, which may restrict the applicability of the findings to different regions or cultural contexts. Attitudes and behaviors towards the

environment may exhibit variations across diverse societies, cultures, and regulatory frameworks.

The study has a fifth and final limitation, which is that due to its classification as quantitative research, conducting qualitative research in addition would provide a more comprehensive understanding and deeper insights into the topic.

6.4 Future Studies Suggestions

The findings from different income levels, genders, and educational backgrounds serve as the foundation for this study. Future research should take into account additional respondent demographics and characteristics that could affect customers' inclinations to buy environmentally friendly or sustainably produced goods.

Since this study was conducted within the specific geographic context (Northern Cyprus) and also the attitudes and behaviors towards the environment exhibit variability across diverse societies, cultures, and regulatory frameworks. It is recommended that future research incorporates cross-cultural methodologies to investigate the impact of environmental knowledge, green brand image, and attitudes towards green products on the intention to purchase environmentally friendly products in various contexts.

6.5 Conclusion

In summary, the objective of this study was to examine the intricate relationship between environmental knowledge, green brand images, attitudes towards green products, and their collective influence on the intention to purchase environmentally friendly products. Based on a comprehensive examination of scholarly works and the collection of empirical data, a number of crucial discoveries have emerged, elucidating

the importance of these variables in shaping consumers' propensity to participate in environmentally conscious buying practices.

The research findings indicate that individuals who possess a higher degree of environmental knowledge are more likely to adopt and support environmentally friendly products and services. This discovery highlights the significance of educational and awareness campaigns in promoting sustainable consumer practices and cultivating a society that is more environmentally conscious.

Moreover, the findings of the study indicate that consumers exhibit a significant susceptibility to the impact of environmentally conscious brand images. Companies that demonstrate a firm dedication to sustainability and possess a firmly established reputation for being environmentally friendly are more inclined to attract consumers who prioritize environmental concerns. As a result, this has the potential to positively impact consumers' inclination to engage in environmentally-friendly purchasing decisions.

Additionally, this study highlighted the significant impact of attitudes on the formation of green purchase intention. Consumers who possess favorable attitudes towards environmentally-friendly products and perceive them as viable solutions to environmental issues are more inclined to make pro-environmental purchasing choices.

In contrast with some previous studies like Ismail & Mokhtar (2016), that indicated Perceived Risk moderated the relationship between Attitude and Purchase Intention in various fields, in our study, the mentioned moderation did not work.

This study ultimately determined that the collective impact of attitudes towards green products, green brand images, and environmental knowledge had a noteworthy influence on consumers' tendency to make environmentally friendly purchases. The convergence of these factors led to an increased level of consumer interest in environmentally friendly products, which in turn created a positive feedback loop promoting sustainable consumption.

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APPENDICES

Appendix A: Questionnaire



This academic project is concerned with the effects of Environmental Knowledge, Green brand Image, and Attitude towards Green Products on Purchase Intention: The moderating role of Perceived Risk. Taking the time to complete the questionnaire is vitally important and your contribution is highly appreciated. Your responses will remain anonymous and be treated in the strictest of confidence. There are no right or wrong answers; what really matters is your honest opinion. Thank you very much for your help.

Q1: Please read the following paragraph and then indicate the extent to which you agree or disagree with the related statements. (Please tick only one box per line)



		Strongly Disagree	Disagree	Slightly Disagree	Neither Disagree nor Agree	Slightly Agree	Agree	Strongly Agree
1	I know that I buy products and packages that are environmentally safe.							
2	I know more about recycling than the average person.							
3	I know how to select products and packages that reduce the amount of waste ending up in landfills.							
4	I understand the environmental phrases and symbols on the product package.							
5	I am very knowledgeable about environmental issues.							

Q2: Please read the following paragraph and then indicate the extent to which you agree or disagree with the related statements. (Please tick only one box per line)

		Strongly Disagree	Disagree	Slightly Disagree	Neither Disagree nor Agree	Slightly Agree	Agree	Strongly Agree
1	The brand is regarded as the best benchmark for environmental commitments.							
2	The brand is professional about its environmental reputation.							
3	The brand is successful in environmental performance.							
4	The brand is well-established in environmental concern.							
5	The brand is trustworthy about environmental promises.							

Q3: Please read the following paragraph and then indicate the extent to which you agree or disagree with the related statements. (Please tick only one box per line)

		Strongly Disagree	Disagree	Slightly Disagree	Neither Disagree nor Agree	Slightly Agree	Agree	Strongly Agree
1	Environmental protection is important to me when making product purchases.							
2	I believe that green products help to reduce pollution (water, air, etc.)							
3	I believe that green products help to save nature and its resources.							
4	Given a choice, I will prefer a green product over a conventional product.							

Q4: Please read the following paragraph and then indicate the extent to which you agree or disagree with the related statements. (Please tick only one box per line)

		Strongly Disagree	Disagree	Slightly Disagree	Neither Disagree nor Agree	Slightly Agree	Agree	Strongly Agree
1	There is a chance that there will be something wrong with the environmental performance of this product.							
2	There is a chance that this product will not work properly with respect to its environmental design.							
3	There is a chance that using this product will negatively affect the environment.							
4	Using this product would damage your green reputation or image.							

Q5: Please read the following paragraph and then indicate the extent to which you agree or disagree with the related statements. (Please tick only one box per line)

	Strongly Disagree	Disagree	Slightly disagree	Neither Agree nor Disagree	Slightly agree	Agree	Strongly Agree
1 Due to its environmental concerns, I will try to purchase green products.							
2 I plan to purchase this product because of its eco-friendly performance.							
3 I intend to purchase this product because of its environmental performance.							
4 I am happy to purchase these products because of their eco-friendliness.							
5 I will collect and comprehend information about eco-friendly products.							
6 I will purchase eco-friendly products when I need to buy a green product.							

Q6: Please answer the following questions:

Q6.1) Gender

- 1. Male
- 2. Female

Q6.2) Age

.....

Q6.3) Highest Educational Degree

- 1. Primary School
- 2. Secondary School
- 3. High National Diploma
- 4. Bachelor's Degree
- 5. Master's Degree

6. Ph.D.

Q6.4) Monthly Income

- 1. up to minimum wage
- 2. minimum wage
- 3. 1.25*minimum wage
- 4. 2*minimum wage
- 5. more than 2*minimum wage

Q6.5) What is your occupation?

.....

Appendix B: Software Outputs/ Structural Equation Modeling

Descriptive Analysis

Gender

	Frequency	Percent
Male	126	56.3
Female	91	40.6
Total	217	96.9
Missing	7	3.1
Total	224	100

Age

	Frequency	Percent
18-25 years old	110	49.1
26-33 years old	66	29.5
34-41 years old	16	7.1
42-49 years old	5	2.2
50+ years old	13	5.8
Total	210	93.8
Missing	14	6.3
Total	224	100.0

Education

	Frequency	Percent
Secondary school	8	3.6
High National Diploma	29	12.9
Bachelor`s degree	82	36.6
Master`s degree	69	30.8
PhD	29	12.9
Total	212	96.9
Missing	7	3.1
Total	224	100

Income

	Frequency	Percent
Up to minimum wage	51	22.8
Minimum wage	50	22.3

1.25*minimum wage	40	17.9
2*minimum wage	25	11.2
More than 2*minimum wage	32	14.3
Total	198	88.4
Missing	26	11.6
Total	224	100.0

Occupation		
	Frequency	Percent
Student	139	62.1
RA and TA Assistant	16	7.1
Engineer	3	1.3
Doctor	6	2.7
Business Man/Woman	11	4.9
Lawyer	2	0.9
Manager	14	6.3
Employee	27	12.1
Academic	6	2.7
Total	224	100.0

Correlation Analysis

Correlations						
		EK_Mean	GBI_Mean	ATT_Mea	GPR_Mean	GPI_Mea
		n				n
EK_Mean	Pearson Correlation	1	.671**	.597**	.423**	.607**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	214	214	214	214	214
GBI_Mean	Pearson Correlation	.671**	1	.591**	.317**	.592**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	214	214	214	214	214
ATT_Mean	Pearson Correlation	.597**	.591**	1	.254**	.760**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	214	214	214	214	214
GPR_Mean	Pearson Correlation	.423**	.317**	.254**	1	.356**

	Sig. (2-tailed)	.000	.000	.000		.000
	N	214	214	214	214	214
	Pearson Correlation	.607**	.592**	.760**	.356**	1
GPI_Mean	Sig. (2-tailed)	.000	.000	.000	.000	
	N	214	214	214	214	214

** . Correlation is significant at the 0.01 level (2-tailed).

Measurement model

Constructs	Items	Outer Loading	Cronbach's Alpha	Composite Reliability	AVE
ATT	ATT1	0.795	0.814	0.823	0.639
	ATT2	0.783			
	ATT3	0.801			
	ATT4	0.817			
EK	EK1	0.713	0.850	0.893	0.627
	EK2	0.772			
	EK3	0.860			
	EK4	0.815			
	EK5	0.792			
GBI	GBI1	0.780	0.872	0.907	0.662
	GBI2	0.813			
	GBI3	0.850			
	GBI4	0.846			
	GBI5	0.776			
GPR	GPR1	0.858	0.904	0.933	0.776
	GPR2	0.898			
	GPR3	0.894			
	GPR4	0.874			
GPI	GPI1	0.801	0.891	0.917	0.648
	GPI2	0.833			
	GPI3	0.848			
	GPI4	0.772			
	GPI5	0.779			
	GPI6	0.794			

Discriminant Validity (Fornell-Larcker criterion)

	ATT	EK	GBI	GPR	GPI
ATT	0.799				
EK	0.602	0.792			
GBI	0.589	0.671	0.814		
GPR	0.268	0.428	0.317	0.881	
GPI	0.775	0.611	0.597	0.356	0.805

Heterotrait-Monotrait Ratio (HTMT)

	ATT	EK	GBI	GPR	GPI
ATT					
EK	0.710				

GBI	0.696	0.776		
GPR	0.290	0.486	0.375	
GPI	0.889	0.699	0.673	0.397

Structural Model

Collinearity Statistics

	ATT	EK	GBI	GPR	GPI
ATT					1.738
EK					2.254
GBI					2.018
GPR					1.226
GPI					

The Results of the Proposed Relationships

Path	Path Coefficient	P value
ATT → GPI	0.599	0.000
EK → GPI	0.156	0.021
GBI → GPI	0.140	0.045

Moderation test results

Hypothesis	Moderator	β	P-value	Decision
H4	Att × GPR → PI	-0.08	0.08	Not Supported

Notes - Att: Attitude towards green products; GPR: Green Perceived Risk; PI: Purchase Intention

Hypotheses Testing

H1	Environmental knowledge has a significant and favorable effect on green purchase intention.	supported
H2	Green brand image has a significant and positive favorable on green purchase intention.	supported
H3	Attitude towards green products has a significant and favorable effect on green purchase intention.	supported
H4	Green perceived risk does not have a significant effect on green purchase intention.	Not supported